MARCH 28, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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5 McLendon Stations

PROUDLY ANNOUNCE

A CHANGE TO

All-symphonic music

EFFECTIVE APRIL 1

With national attention focused on the astonishing success of McLendon's KABL in San Francisco . . . first "Good Music" radio station in history to win first place in a metropolitan market . . . a sweeping change is taking place in all five other McLendon stations. Though long established overwhelming leaders in every individual market, these five stations boldly seek even brighter horizons by programming *all-symphonic music* 24 hours a day: Rachmaninoff, Brahms, Liszt, Puccini, Tchaikovsky— the masters of great music around the clock!

Good Music:

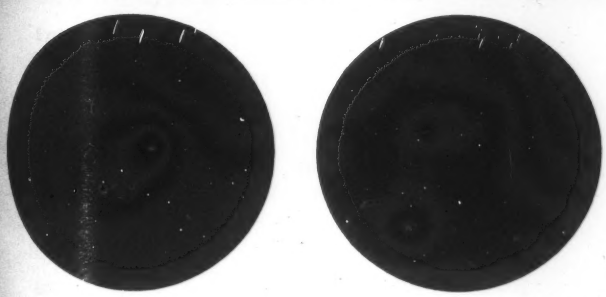
The McLendon Sound of the Sixties

(april fool)

STATIONS A AND B AGREE...

KPTV

VITAL



First home with the message, television has become the VITAL communication service of America! Honest, factual reporting is given the irrefutable element of pictorial action. Three-dimensional documentaries enrich and interpret 1960 living with speed, depth and drama that matches reality. For these VITAL communications services, KTRK-TV has earned an increasingly honored place in the attention of the public of the Houston area.

P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERY CO., 500 FIFTH AVENUE, NEW YORK 36, N. Y.
• GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.

KTRK-TV *The Chronicle Station • Channel 13*

WGAL-TV

the response market

THE BETTMANN ARCHIVE

$7,015,583,000 effective buying income

The WGAL-TV market is a great market of plenty. Multi-city, prosperous, stable, this is a *response* market for your product or service. WGAL-TV reaches the people who go out to *buy*, for its audience is greater than the combined audience of all other stations in its coverage area.

(See ARB or Nielsen surveys.)

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Plugola pains • FCC's abrupt and summary notice that stations must identify on air free phonograph records and other plugs that are directly or indirectly paid for is headed for modification or possibly withdrawal. While commission gave no indication last week regarding what it might do, violent repercussions have caused several members to wonder about wisdom and reasonableness of interpretation.

Several members of FCC had tongue-in-cheek when FCC voted tough interpretation on March 16. Normally commission would have resorted to rulemaking procedure, seeking further comments, but pressures, along with shift in chairmanship, resulted in action taking on aspects of "Blue Book" type of regulation. Having misgivings about procedure, it's learned, were Commissioners Hyde, Lee and Cross, although they did not vote against action. Chairman Ford and Commissioner Bartley supported approval, while Commissioner Craven, who in past has adhered to hands-off-policy on programming and business regulations, was non-committal.

Fellows' successor • There's no timetable on selection of successor to late Harold E. Fellows as president-chairman of NAB. Seven-man selection committee will meet during NAB convention in Chicago and, at that time, chart course of action. Prospects are there'll be no great hurry, but if ideal individual should become available, action might be rather speedy—within two or three months. Otherwise there is good chance selection will be held up until after elections but with considerable contacting and screening done in interim.

Approach on new NAB direction is two-fold: if individual is familiar with mass communications or broadcasting field, it would be up to him to establish his chain of command. If, on other hand, some outstanding public figure not indoctrinated in broadcasting should be selected, then No. 2 man, functioning as chief-of-staff at organizational level, also might be designated.

Spot lengths • Controversy over one-minute tv announcement vs. 20-second commercial continues to rage at agencies, creative people wanting minute to get in "full message," others—media and marketing people—leaning toward 20-seconds for placement reasons (adjacencies to prime evening shows, for example). That subject is far from resolved to satisfaction of agency policymakers was obvious from frequent references made during Kenyon & Eckhardt's seminar in New York last week (see story, page 44).

Regrets • As expected, all three tv networks have politely declined Station Representatives Assn.'s proposal for tri-partite conference on (1) increasingly knotty problem of product protection in spot announcements and network commercials, and (2) liberalization of station breaks to give affiliates (and their reps) more spot time to sell (BROADCASTING, March 14). SRA had suggested that these subjects and perhaps others of mutual concern should be explored in meeting of network officials, reps and network affiliates. Networks have now given their respective replies and, though SRA considers it improper to release contents and networks are reluctant to do so, it's known that network consensus was that these are problems best thrashed out by them with own affiliates and that, in fact, in many cases this was being done.

Dead-end • Even if bills introduced by House Oversight Committee Chairman Oren Harris (D-Ark.) to outlaw payola, license networks, crack down on station transfers and authorize middle-ground license suspensions should pass House, what chance would they have in Senate? Quick answer is practically none since Senate is now driving toward adjournment in time for July political conventions. There wouldn't be time for essential hearings with loaded Senate Commerce Committee agenda, parliamentary experts say (see page 80).

Deintermixture • Now that FCC has ordered rulemaking to deintermix Fresno, Calif., to all uhf, it's regarded as just question of time before it follows suit in Bakersfield, Calif. where situation is virtually identical. And from Bakersfield FCC may go to several other markets where only one vhf operates as island in uhf area—assuming Fresno ruling is finalized. Prior to last week's formal ruling, FCC had prosposed making both Fresno and Bakersfield all vhf markets by series of channel shifts.

Up for grabs • Broadcasters who are already in trouble with FCC may be in for more of same if new prospective purchasers file for their facilities, and send renewal applications into comparative hearings. This is happening to WMEX Boston which received 309(b) letter from commission concerning payola and program discrepancies (BROADCASTING, March 7). Joseph H. Elcock, Boston attorney, confirmed that he is helping to incorporate Allied Broadcasting Inc. which is going to apply "very shortly" for WMEX facility. Mr. Elcock declined to say who purchasers are, or whether any of them is actively engaged in broadcasting.

Brighter side • There's no cloud that doesn't bring someone little bit of sunshine. FCC action March 16 in approving and issuing sponsorship interpretation unblocked more than 400 applications which were being held in abeyance pending clarification of identification policy. Processing already has started on applications for renewals, new stations or changes in facilities by existing licensees and on transfers. All related to licensees whose practices, as reported in answers to payola questionnaires, were in doubt.

Boomerang? • Although ASCAP's new system of distributing performance credits has blessing of Justice Dept. (see page 130), some observers last week were wondering whether its practical effect will be all it's meant to be. They point out that although credits for theme and background music on twice-weekly and more frequent shows are being reduced by 75%, total monies being distributed remain unchanged. Thus while publishers and writers of such music used on most daytime programs will receive less, those represented on once-a-week shows—notably nighttimers—will get proportionately more than in past. So, they ask, does ASCAP move really curb incentive for payola, as ASCAP claims? Or, insofar as nighttime programs are concerned, does it not increase incentive? ASCAP and Justice Dept. hope that it will be more difficult to induce plays of particular song or composition on once-a-week show than it seems to have been on multiple weekly shows.

Ways around • Broadcasters and record promoters alike are concocting novel ideas on how to beat FCC's new sponsor identification ruling. One idea, being tried this week in eastern markets by record distributor (Washington, Batimore, Richmond and Norfolk) is to rent single promotional records to stations for 2 cents each and albums for 5 cents each. After station use, these would be returned with payment of rental. Records normally retail for $1, cost wholesaler 48¢ and dealer 65¢. Albums generally retail for $3.98, cost wholesaler $1.98 and dealer $2.47.

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"I HOPE WAGA-TV's EXAMPLE WILL BE WIDELY EMULATED"

■ HERMAN E. TALMADGE, *U. S. Senator*

Thirty minutes of prime evening time belongs to the people of Georgia as WAGA-TV presents its public affairs program, "Reporter's Notebook." A panel of distinguished *local* and *state* newsmen interview the newsmakers. Georgia's Senator Talmadge says: "WAGA-TV is making a significant contribution toward keeping the public informed. There can be no more effective way in which television can fulfill its responsibilities to the public!" ■ Seven additional half-hour public service programs are originated by WAGA-TV each week, several of which are produced with the cooperation of area colleges and universities as part of adult education courses. ■ A basic programming objective of WAGA-TV is: "... to promote community betterment ... the development of an active, informed citizenry ... to cooperate with the recognized governmental, civic, charitable, religious, educational and other agencies dedicated to these ends."

HERMAN E. TALMADGE

you know where you're going with **WAGA-TV 5**

Atlanta / a **STORER** station

WEEK IN BRIEF

NAB convention preview • A special section giving a detailed account of events, exhibits, programming, non-agenda events and advance registrations for annual industry meeting in Chicago. Begins page **83.**

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STATION REPRESENTATIVES ..... Page 100
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LATEST ADVANCE REGISTRATION ..... Page 117

MR. FOREMAN

Why sponsor-program divorcement? • A top Madison Avenue agency executive wonders about the wisdom of the "hands-off" program policy announced by Standard Oil of New Jersey in connection with its sponsorship of WNTA-TV New York's *Play of the Week*. In his book, this really isn't program "sponsorship," it's merely buying spots. To Robert L. Foreman, executive vice president in charge of creative services, BBDO, New York, business-sponsored television and quality television are "thoroughly compatible." He talks about it in this week's MONDAY MEMO. Page **36.**

New commissioner • Ike's appointee to fill vacant FCC chair is Edward K. Mills. A New Jersey lawyer, with a long and excellent background as administrator, he awaits confirmation to FCC post by Senate Commerce Committee. Page **43.**

Tv network program buying • Kenyon & Eckhardt feels it's the "long-range" view that counts; warns delayed advertiser decisions may be fatal in view of today's feverish speed in lining up schedules. Page **44.**

What it takes in network tv • A look at what's spent in gross time purchases alone by advertisers if they are to make an appreciable dent on the networks. Statistical summary based on TvB's reports. Page **52.**

Broadcasters begin lily-white existence • Begin revising 30 years of practice in compliance with new sponsorship identification regulations. Anger expressed at manner of issuance and inability to challenge interpretations. Campaign begun to seek redress. Page **58.**

Payola commentators • Leading broadcasters bring in siege guns and pound out series of protests against ambiguities in commission's proposed payola rulemaking. Consensus: FCC should clarify what they want, even if it has to hold hearing. Page **66.**

He's reluctant • Ford tells House group he wouldn't want to be the first one to test proposed law making it a crime to fail to write up "fair summary" of rulemaking conversations. Page **74.**

Tough legislation • Harris promises hearings soon on two new Oversight-inspired bills. Page **80.**

Montreal monopoly officially ends • Two tv stations granted in Montreal, market heretofore reserved exclusively for CBC outlets. Page **139.**

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	61.0	21.6
Mon.-Fri. 12:00 noon 6:00 pm	66.0	15.1

C. E. Hooper — January, February, 1960

with 5000 WATTS

WILS

leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

WTVD *Leads Raleigh-Durham In Nighttime Quarter Hours*

November ARB Shows:

WTVD leads in viewers in 32% more NIGHTTIME (6 to 11 p.m.) quarter hours than its competitor in the Raleigh-Durham market.

WTVD also delivers more NIGHTTIME television homes than its competitor in the Raleigh-Durham market.

Your PETRY man has details on WTVD's NIGHTTIME dominance in the Raleigh-Durham market.

November ARB Figures for Raleigh-Durham Market:

Quarter Hours NIGHTTIME In Which Station Leads

	WTVD	STATION B
MONDAY	12	8
TUESDAY	13	7
WEDNESDAY	9	11
THURSDAY	4*	15*
FRIDAY	19	1
SATURDAY	16	4
SUNDAY	6	14
Total	79	60

**One quarter hour Thursday night is tied.*

WTEN Albany **10** ☆ **WTVD** Raleigh-Durham **11** ☆ **WPRO-TV** Providence **12** CBS AFFILIATES

CAPITAL CITIES BROADCASTING

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 43

Ask 'rule of reason' in ethics bill quiz

Legislative proscriptions against ethical improprieties in federal agencies should be in general rather than detailed terms. Otherwise, offenses not now contemplated would escape by omission or conduct be prohibited which might not prove objectionable, House Commerce Committee was told Friday.

Warren E. Baker, former FCC general counsel and representing Federal Communications Bar Assn., testified in favor of more general language of HR 6774 (recommended by American Bar Assn.) than details of HR 4800, holding ethical standards and impropriety are "clearly matters to be governed by a rule of reason."

He was questioned so closely by Rep. Peter F. Mack (D-Ill.) about his friendship with attorney interested in Pittsburgh ch. 4 case that GOP Rep. J. Arthur Younger (Calif.) cracked questions should have been put by House Oversight Subcommittee.

Mr. Baker thought HR 6774 gives FCC proper discretion to place ban on off-record contacts in adversary-type rulemaking, but not legislation, while HR 4800 makes no distinction. HR 4800 imposes *ex parte* prohibitions against all FCC employes when only those involved in "decisional process" should be affected, he said.

'Dirtiest Work' • Rep. Mack expressed indignation at idea some rulemaking shouldn't have *ex parte* bans and suggested "throwing the record out the window and letting everything be done *ex parte*. Then everyone has a chance." He charged "dirtiest work" was done in rulemaking and in some cases FCC was "honeycombed" by parties making oral comments to agency.

Fresno uhf plan

KFRE-TV Fresno, Calif., announced Friday it was willing to accede to FCC proposal to make that California city all uhf and give up its vhf ch. 12 operation. Roger W. Clipp, Triangle Publications radio-tv vice president, said that when Triangle bought KFRE-TV in 1959 there was outstanding FCC proposal to change KFRE-TV from ch. 12 to ch. 30. Triangle engineers determined that ch. 30 operation from present transmitter site would serve Fresno, Mr. Clipp said, and if ch. 30 is still available for use in Fresno Triangle would waive its rights to hearing and acquiesce in move. FCC last week issued rulemaking to shift Fresno to all-uhf operation, with ch. 12 being reserved for educational use or shifted to Bakersfield (early story page 72).

'Musicasters'

Disturbed over "unpleasant associations" now in public mind over the term "disc jockey," WEOK Poughkeepsie, N.Y., isn't going to use it any more on its record shows. Personalities on WEOK programs now are called "musicasters."

Fm roster adds Barr

James E. Barr, assistant chief, FCC Broadcast Bureau, will address National Assn. of Fm Broadcasters at final morning meeting April 3 during NAB Chicago convention. Session is part of Fm Day (NAB convention coverage starts page 83). Other convention developments at weekend include these Conrad Hilton suite assignments: Station brokers —Blackburn & Co., 1323; R. C. Crisler & Co., 723A; Hamilton-Landis & Assoc., 1722; Norman & Norman, 834A; Edwin Tornberg & Co., 1318A; Paul Chapman, unspecified. Independent Tv Corp. was assigned 934A.

DuPont cites three

Three awards were given radio-tv March 25 by Alfred I. DuPont Awards Foundation at Washington ceremony. Receiving awards for meritorious service: WNTA-TV New York, large station category, for bold and imaginative programming to adults; KOLN-TV Lincoln, Neb., small station, for close identity with social, political, cultural and economic interests of community; David Schoenbrun, CBS news commentator, Paris bureau, for sense of history, lucid thinking and clarity of style. Awards are administered by Washington & Lee U.

Four new am grants

By final decision FCC Friday granted permits for following am stations: Irvenna Bcstg. Co., Irvine, Ky., 1550 kc, 1 kw-D; Courier-Times Inc., New Castle, Ind., 1550 kc, 250 w unl.; Mainline Bcstg. Co., Johnstown, Pa., 1470 kc, 500 w-D; Radio Rhode Island, Providence, R.I., 990 kc, 50 kw, DA-D.

NBC buying KTVU (TV) with RCA stock trade

NBC is paying for purchase of KTVU (TV) San Francisco-Oakland in RCA stock, agreement filed with FCC Friday disclosed. Contract showed NBC is exchanging 110,843 shares of RCA stock for all 20,000 outstanding shares of KTVU. RCA closed at $68 Friday, making basic price over $7.5 million for station.

In addition, contract showed that NBC is assuming KTVU obligations not to exceed $320,000 in bank loans and not over $280,000 in stockholder loans. NBC also is pledged to pay Willet H. Brown "residual" value of station equipment plus $250,000. He is lessor of equipment. KTVU is owned by William D. Pabst, Ward D. Ingrim, Edwin W. Pauley, Mr. Brown, Stoddard P. Johnson and Harry R. Lubcke. KTVU sale is portion of multiple-part transaction involving exchange of NBC's Philadelphia stations for RKO General's Boston outlets; RKO General's purchase for $11.5 million of NBC's Washington outlets and sale of RKO General's WGMS-AM-FM stations to still undetermined buyer (BROADCASTING, Feb. 29).

WBBM-FM simulcasts

Separate programming operation was discontinued last night (March 27) by WBBM-FM Chicago after 20-month trial. Outlet resumes duplication of WBBM-AM. E.H. Shomo, CBS Radio vice president and WBBM general manager, said "listeners . . . can be served no better than with duplication am-fm transmissions" and programs "of greatest importance" from CBS Radio.

Five uhf dropouts

With deadline today (Monday), half of "idle" 54 uhf permittees have replied to FCC letter of inquiry as to their status. Scoreboard shows five drop-outs (WPTR-TV Albany, N.Y., WEOL-TV Elyria, Ohio, WKNE-TV Keene, N.H., WIND-TV Chicago, and KSPG [TV] Tulsa). WTVI (TV) Ft. Pierce, Fla., said it will begin construction soon, going on air in early fall.

WGA meet March 31

Writers Guild of America reported Friday that membership meeting has been scheduled in New York and Hollywood March 31 to give union negotiators authority to call strike against

AT DEADLINE CONTINUED

CBS, NBC and ABC if necessary. Current pact covering freelance and staff writers on live radio-tv programs expires April 1.

• Business briefly

Comeback trail • Grant Adv. acquires $1.5 million Penick & Ford Ltd. account, moving from BBDO. Advertiser is considerable broadcast spender on behalf of My-T-Fine desserts, Cocomalt, Vermont Maid syrup and other food products. Move means slight recoup for Grant of $17 million Dodge billings lost when Chrysler rearranged agency-product lineup earlier this month (BROADCASTING, March 21). BBDO gained $11 million or more at that time.

Good old radio time • J. Walter Thompson Co. is shopping radio networks and stations preparing for annual Cut-Rite wax paper picnic campaign. Last year client used short bursts during pre-July 4 shopping season on two networks and 145 stations.

Play ball • Phillies cigars signs for renewal of half of each of 50 *Major League Baseball* telecasts on NBC-TV for 1960 season. Anheuser-Busch, Genessee Brewing and National Brewing also renewed sponsorship of telecasts on regional basis. Agencies: Phillies, Wermen, & Schorr, Philadelphia; Anheuser-Busch, Gardner, Chicago; National Brewing, W.B. Doner & Co., Detroit; Genessee Brewing, McCann-Marschalk, N.Y.

WEEK'S HEADLINERS

MR. MITCHELL

MR. STAHLE

MR. SACKS

JOHN H. MITCHELL, ABC vp in charge of KGO-AM-FM-TV San Francisco, appointed manager of recently formed Central American Television Network (BROADCASTING, Dec. 7, 1959). He will be in charge of CATVN, which includes Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In succeeding changes, JACK STAHLE, sales manager of KGO, is appointed manager and DAVID M. SACKS, commercial manager of KGO-AM-FM-TV, named manager of KGO-TV. Mr. Mitchell joined ABC in February 1953 as vp in charge of WBKB (TV) Chicago. Later that year he became vp and general manager of WABC-TV New York and in 1954 was assigned to ABC-TV. In October 1956 Mr. Mitchell was appointed special assistant to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and in January 1957 assumed general managership of San Francisco stations.

MR. HOUSTON

BRYAN HOUSTON, vice chairman of board and general manager of Fletcher Richards, Calkins & Holden, N.Y., elected president, succeeding FLETCHER D. RICHARDS, who continues in active management of agency as chairman of executive committee. BRADLEY A. WALKER continues as chairman of board. Bryan Houston Inc. merged with Richards agency last July 10, consolidated operation and at present bills in excess of $30 million, including such accounts as Eastern Air Lines, United States Rubber Co., J. P. Stevens & Co., Heublein Food Div. and J. A. Folger & Co. (San Francisco). Before forming his own agency in 1955, Mr. Houston was president of Sherman & Marquette, executive of Lennen & Mitchell, executive vp and general sales manager of Pepsi-Cola Co. and vp of Young & Rubicam. Fletcher Richards consolidated with Calkins & Holden early in 1959.

MICHAEL J. O'CONNOR, formerly merchandising director and plans board member at Tatham-Laird Inc., Chicago, joins Foote, Cone & Belding as vp and director of its Chicago office merchandising department. FLORY G. KORALIK promoted from staff to manager of department. Mr. O'Connor had been with T-L for seven years and previously was sales manager for General Electric Co. in Brazil. Mr. Koralik was assistant advertising and sales manager at National Tea Co. before joining FC&B eight years ago.

MR. BEAUDIN

MR. GIBBS

RALPH W. BEAUDIN, general manager of KQV Pittsburgh, appointed general manager of WLS Chicago, and JOHN GIBBS, KQV program and sales manager, named to succeed Mr. Beaudin as general manager of KQV. ABC-Paramount Theatres Inc., which owns KQV, had owned 50% of WLS until March 18 when it signed contract to acquire remaining 50% held by Prairie Farmer Publishing Co. Mr. Beaudin joined KQV as general manager in 1957 and earlier had been in executive posts with WBNY Buffalo, and KOWH and KOIL, both Omaha, Neb. Mr. Gibbs has been with KQV since 1945, having served as news and sports broadcaster and director of public service.

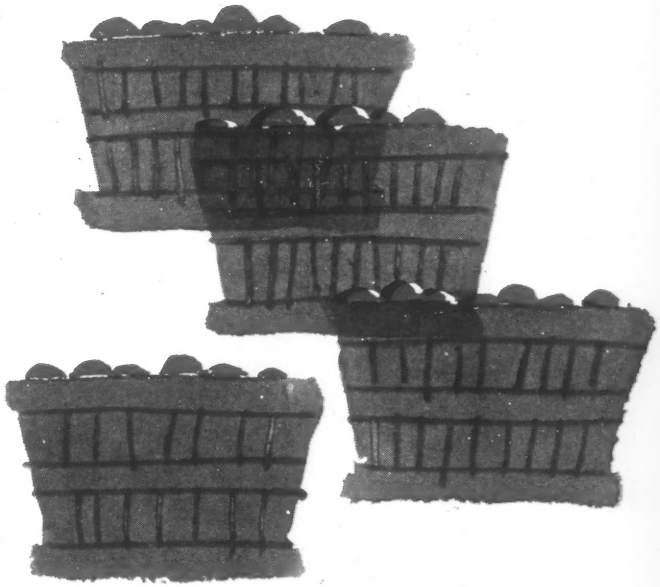
BEN HOBERMAN, general manager of WABC New York, moves to KABC Los Angeles in similar position, succeeding JOHN H. PACE, who has resigned after holding post since December 1957. HAROLD NEAL, general manager of WXYZ Detroit, moves into WABC managership, succeeding Mr. Hoberman, who also came to New York from WXYZ. All stations are owned by ABC. Mr. Pace has not announced his future plans; no successor to Mr. Neal in Detroit has been named.

MR. HOBERMAN

MR. PACE

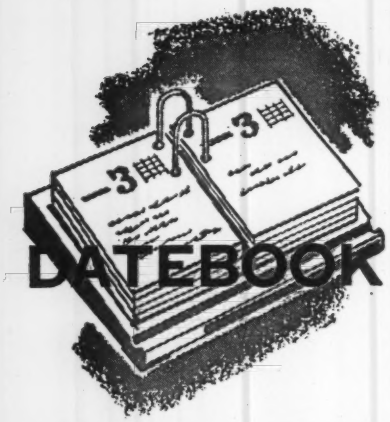
MR. NEAL

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



HOW DOES A TOMATO SOUND? Like the long chant of picturesque street hucksters and their horse-drawn carts. Like a tempting tossed salad on candle-lit tables in homes throughout the country. Or, like thousands of bulging lunch counters during the noon-day rush . . . This is the sound of the blossoming tomato business in Maryland . . . A rich sound . . . A growing sound. It's the busy sound of a large Maryland industry that grows, packs and ships over *one-third* of all the tomatoes consumed in the United States. It's a mighty sound that adds millions of dollars in spendable income to the millions more earned by Marylanders in countless other industries. You can harvest this plush market for your client when you plant his sales seed on WBAL-RADIO, the station with cultivated roots in Baltimore and beyond. WBAL-RADIO is the progressive Maryland station with the sound of elegance, the Sound of the Sixties... the sound that ripens prospects into full-grown customers in the massive Maryland market. **WBAL-RADIO, BALTIMORE**

Broadcasting in the Maryland tradition / Nationally represented by Daren F. McGavren Co., Inc. Associated with WBAL FM-TV



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

MARCH

March 29—Cincinnati Council, American Assn. of Advertising Agencies annual meeting. Speakers: Kevin Sweeney, president, RAB; Pete Cash, president, TVB. Queen City Club.

March 29—Assn. of National Advertisers' workshop "How to Use Advertising Effectively in Introducing New Products." Hotel Ambassador, Chicago.

March 29—Pennsylvania Assn. of Broadcasters legislative luncheon. Congressional Hotel, Washington. Pennsylvania congressmen will be guests.

March 30—Radio-Television Executives Society production workshop in cooperation with Peters, Griffin, Woodward. 12:15 p.m. Madison Room, Roosevelt Hotel, New York. Topic: "Sweet Sound of Success—in Radio 1960."

March 31—Academy of Television Arts & Sciences, Los Angeles chapter. Groucho Marx, Red Skelton and others will discuss "Comedy in Television" at 8 p.m. meeting at the Beverly Hilton Hotel, Beverly Hills, Calif.

March 31—Assn. of Broadcasting Executives of Texas. E. H. Kitteridge, Jr., executive vice president, Texize Chemicals, Greenville, S. C., and Howard K. McIntyre, vice president, Henderson Adv., that city, will discuss broadcasting's role in Texize's growth. Statler-Hilton Hotel, Dallas.

March 31—Radio Advertising Bureau's annual **National Radio Advertising Clinic. Waldorf-Astoria Hotel, New York.**

APRIL

April 1—Comments due on **FCC** proposal for **shorter license periods to strengthen its broadcast enforcement.**

April 1—Comments due on **FCC** rulemaking to duplicate 23 clear channels with additional nighttime service.

April 1—Repeat of RAB's National Radio Advertising Clinic. **Sheraton-Blackstone Hotel, Chicago.**

April 1-3—Women's Advertising Clubs eastern inter-city conference, Sheraton-Biltmore Hotel, Providence, R.I.

April 2—Assn. for Professional Broadcasting Education, Conrad Hilton, Chicago.

April 2—National Assn. of Fm Broadcasters annual business meeting. Conrad Hilton Hotel, Chicago.

***April 3—Daytime Broadcasters Assn.** meeting. 11 a.m.-1 p.m. in private dining room 14, 4th floor, Conrad Hilton Hotel, Chicago. All daytimers invited.

April 3-6—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks. 10-11:30 p.m. EST.

***April 4—Industry Film Producers Assn.** meeting. 7:30 p.m. Cinesound, 1037 N. La Brea, Hollywood.

April 4-6—American Management Assn.'s national packaging conference, Convention Hall, Atlantic City, N.J.

April 4-7—National Premium Buyers 27th annual exposition, Navy Pier, Chicago. **Premium Adv. Assn. of America** will hold its annual conference in conjunction with exposition at same site April 5. Major speakers: Michael J. O'Connor, merchandising director, Tatham-Laird, and G. Herbert True, director of creativity research, Visual Research, Inc.; David H. Trott, advertising manager of Procter & Gamble overseas division. The **National Premium Sales Executives** conducts its sales and distribution seminar April 3.

April 5—Broadcast Pioneers annual dinner meeting. Conrad Hilton Hotel, Chicago.

April 6—Academy of Telvision Arts & Sciences forum on New York station operations, ABC.

April 8-9—Oregon Assn. of Broadcasters annual meeting. Howard Bell, assistant to president, NAB, is key speaker. Eugene, Ore.

April 9-10—Disc Jockey Assn., membership meeting. Minneapolis (site to be selected).

April 11—Deadline for filing reply comments to proposed FCC amendment of **Conelrad** manual **BC-3 to provide for transmission standards for the Conelrad** attention signal. Deadline for reply comments is April 25.

April 13-16—American Public Relations Assn. conference, Greenbrier Hotel, White Sulphur Springs, W. Va. Registration can be made through APRA Convention headquarters, 1010 Vermont Ave., N.W., Room 812, Washington 6, D.C.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 19—Comments on **FCC** proposal to add additional vhf channels to several principal markets through reduced mileage separations.

***April 20—Radio Advertising Bureau** area sales clinic, New York. For complete list of clinics and cities, see THE MEDIA, this issue.

April 20—Deadline for nominations to the Advertising Hall of Fame. Nominations should be sent to the **Advertising Federation of America,** 250 West 57th Street, New York 19.

April 20-21—Council on Medical Television second meeting. Discussions and demonstrations open to Council members and invited observers. Clinical center, National Institute of Health, Bethesda, Md.

April 21—Pennsylvania AP Broadcasters Assn. Hershey Hotel, Hershey, Pa.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas.

April 21-23—American Assn. of Advertising Agencies annual meeting. April 21: business sessions for members only. April 22: open also to advertiser and media guests; "How AAAA Is Working on the Problem of Objectionable Advertising," by Robert E. Allen, Fuller & Smith & Ross, AAAA content improvement committee chairman; speeches by Charles H. Brower, BBDO on agencies' creative responsibilities, and Herbert M. Cleaves, General Foods, on business man's view of sound advertising. April 23, also open: economic outlook by Martin Gainsbrugh, National Industrial Conference Board; reports by Sinclair Wood, British Institute of Practitioners in Advertising, Norman Cousins of "Saturday Review," Robert Ganger of D'Arcy Adv., AAAA chairman; presentation of Arthur Kudner Award by David Ogilvy of Ogilvy, Benson & Mather, Boca Raton Hotel and Club, Boca Raton, Fla.

April 21-23—New Mexico State Broadcasters annual spring meeting. **Las Cruces, N.M.**

***April 21-23—Western States Advertising Agencies Assn.** tenth annual conference. Shelter Island Inn, San Diego. Guest speakers: Rep. Bob Wilson (R-Calif.) and Paul Willis, vice president in charge of advertising for the Carnation Co.

April 22—Assn. of National Advertisers workshop on shows and exhibits. Hotel Plaza, New York.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week,

SELLING like wildfire!

Since the ad on the right first appeared — in less than 90 days — stations in these additional markets have signed Programatic contracts:

Oklahoma City
Milwaukee
Columbus
Rochester
Springfield
Syracuse
Albany
Des Moines
Norfolk
Wichita
Danville
Louisville
Bristol
Fort Worth
Decatur
Toledo
Leaksville

N.A.B.
Convention Delegates:

Hear Programatic's distinctive adult music programming!

See Programatic automatic equipment in action! Find out how Programatic can be a profitable investment for your station too!

Exhibit Space #1— Exhibition Hall Chicago's Conrad Hilton Hotel

SELLING, SELLING, SOLD!*

Adult music with the touch of Gold

Muncie · Evansville · Fort Wayne · St. Petersburg · Hopkinsville · St. Paul · Miami · Seattle · Dayton · Omaha · Honolulu · New York City · Springfield · Cincinnati · Nashville · Los Angeles · Minneapolis · Amarillo · Indianapolis · Grand Junction · Harlingen · Atlanta · Eau Claire · San Antonio · Plattsburgh · Buffalo · Rockford · Litchfield · New Orleans · Cleveland · Washington · Columbus · Santa Ana · Grand Rapids · San Luis Obispo · Jacksonville · Portland · Anchorage

Programming • Equipment • Commercial Injection

AUTOMATION has come to radio! In the few months since its inception, leading broadcasters from coast to coast – AM and FM operators of "powerhouses" and "teapots" in big cities and small ones – have buttoned down bigger adult audiences, happier advertisers and bigger profit potentials by buttoning up PROGRAMATIC for their markets.

PROGRAMATIC's unique package of distinctive adult music and fully automatic playback equipment can raise your programming standards the easy way *if* your market isn't already sold!

*Call letters on request

PROGRAMATIC BROADCASTING SERVICE, DEPT. B-160
229 Park Avenue South, New York 3, N. Y.

I am interested in a Programatic exclusive for my market. Show me how Programatic can profitably go to work for my station.

NAME_____

POSITION_____ STATION_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

cornerstone:

This building is rising in Chicago. Location—Michigan and Erie. Name—the John Blair Building. Owners—63 in number, they live in widely separated areas, from Boston to Los Angeles, from Jacksonville to Seattle.

In short, the John Blair Building is owned by Blair stockholders—63 key men in the Blair companies. It is a building for which their Salesmanship forms the cornerstone.

In a still broader sense, the Blair Building bears testimony to Air Salesmanship—the superb selling-power of Spot Broadcasting. For our success in building business for any station rests largely on that station's capacity to build business for advertisers.

As a result, our working relationship with Blair-represented stations is extremely close, with highly effective cooperation on both sides. We have shared in their progress, and they in ours.

Along with year-to-year sales goals for each of our stations, the Blair Building provides an outstanding incentive for long-range achievement.

As is customary, much of the building-cost is currently covered by sound real-estate financing. But in the years ahead, those building costs have got to be paid.

In consequence, month after month, our organization is virtually pledged to keep beating its past records in sales-performance for our stations—so that in the long run our earnings will place complete equity of land and building in the hands of Blair men.

Yes, the cornerstone of the John Blair Building is Salesmanship. And eventually the entire building itself will stand as a towering tribute to the selling-power of Spot Broadcasting.

JOHN BLAIR & COMPANY—founded 1933—exclusively radio

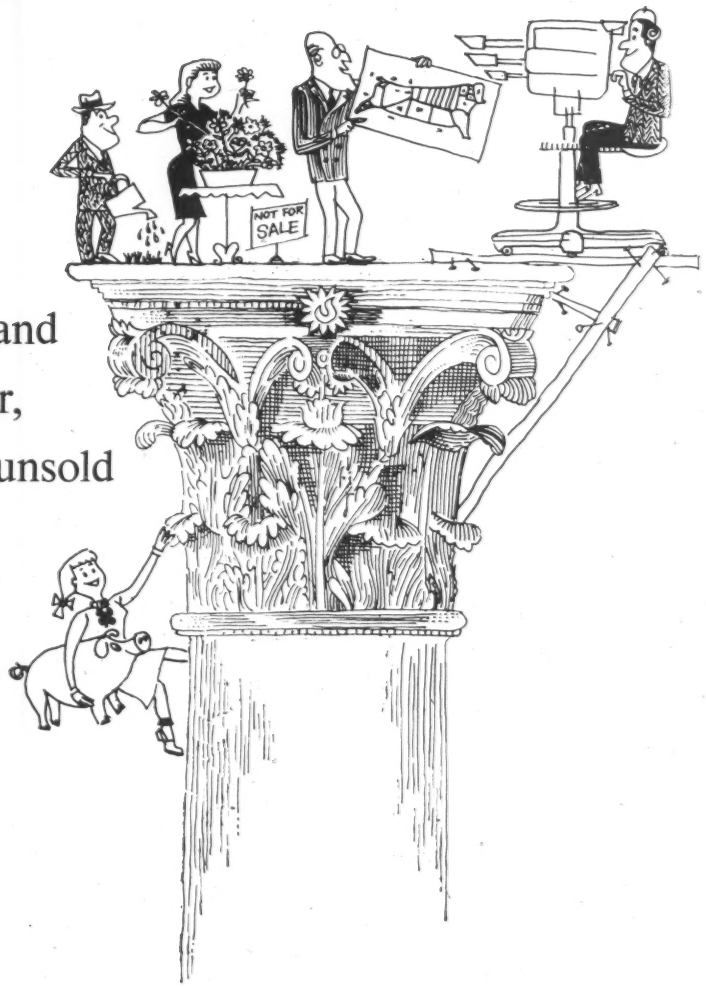
BLAIR-TV—founded 1948—the first company formed to serve television stations exclusively

BLAIR TELEVISION ASSOCIATES—founded 1954—a further extension of the Blair principle of specialized tv selling

salesmanship

Five years and 1,250 telecasts later, this program is still unsold

(That's the way we want it.)



SOME PROGRAMS become "public service" because they can't be sold. Others become salable because they render genuine service. WISH-TV's Farm & Home Program is in the latter category. Because commercial sponsorship might create problems for its participants, the program is "sold" only to its audience.

Since 1955, for five days a week from 1:15 to 1:30 p.m., the Marion County Agricultural Agent, or the County Home Economist, or faculty members of Purdue's agricultural extension service, or assorted combinations of agents, economists, professors and 4-H Clubbers, have gathered at WISH-TV to inform and entertain an impressive—and impressed—audience (38.4 share in an important 4-station metropolitan market).

What goes on? A turf prof. has held forth on improving the breed—of turf. Flower-arranging produced many requests for instructions—and the station never smelled so good. Cookie decorating sat well with our audience (1,500 requests) and staff (57 cookies demolished). The work of county agents, Purdue University extension services, 4-H clubs and other organizations, is widely publicized. Without stars, without artifice, the Farm & Home Program is wholesome, straightforward—and deep in the affection of its viewers.

The program *serves*. That's the Corinthian key to good community relations. We suggest that viewer confidence so built may help establish a receptive atmosphere for our clients' commercials.

Responsibility in Broadcasting

THE CORINTHIAN ST

Gainesville. (Broadcasting Day, 25th.) Main speaker: Matthew Culligan, general corporate executive, McCann-Erickson.

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel, New York.

*April 25-28—American Newspaper Publishers Assn. annual convention. Several topics related to radio and tv are on the proposed agenda. Waldorf-Astoria Hotel, New York.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York. Key speaker: John Caldwell, executive editor, Sales Management.

April 28 — Southern California Broadcasters Assn. Luncheon meeting with program to be presented by Cunningham & Walsh, L.A. Hollywood Knickerbocker.

April 28-29—Ohio Broadcasters Assn. annual meeting. Pick-Ohio Hotel, Youngstown.

April 28-30—Alabama Broadcasters Assn. annual convention. Miramar East Hotel, Ft. Walton Beach, Fla.

April 29-30—Professional Advertising Club of Topeka, New Adventures in Advertising workshop and clinic. Special copy clinic. Washburn U., Topeka, Kan.

April 30—Radio Television News Directors Assn. spring board of directors meeting. Sheraton Russell Hotel, New York.

*April 30—UPI Broadcasters Assn. of Connecticut convention. Studios of WTIC-AM-TV Hartford.

April 30-May 1—United Press International Broadcasters Assn. of Texas annual convention. UPI's national radio-tv editor of Chicago will be featured speaker. Special program from Air Defense Command, Colorado Springs. Baker Hotel, Dallas.

MAY

*May 1-7—Society of Motion Picture and Television Engineers semiannual convention. "New Techniques for Films, Tv and Video Tape." Ambassador Hotel, Los Angeles.

May 2—Reply comments due on FCC rulemaking to duplicate 23 clear channels with additional nighttime service.

May 2-4—Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto, Ontario.

May 3—Conelrad drill scheduled by FCC for all radio and tv stations in all states except Hawaii and Alaska. Duration: one half-hour at time corresponding to 1 p.m. EST.

May 4—Reply comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations.

May 4—Station Representatives Assn. awards luncheon. The Silver Nail Timebuyer of the Year award and Gold Key will be presented. Waldorf-Astoria Hotel, New York.

*May 4-7 Institute for Education by Radio and Television, under auspices of Ohio State U., Deshler-Hilton Hotel, Columbus, Ohio.

*May 5-6—Montana Broadcasters Assn. annual meeting. Finlen Hotel, Butte.

May 5-8—American Women in Radio & Television national convention. On agenda: an all-day industry forum; six radio-tv workshops and general session on radio programming, tv commercials and educational tv. Final day will be devoted to business meeting, including election of officers. Pick-Carter Hotel, Cleveland.

*May 6-Radio & Television Guild of San Francisco State College 10th annual conference and banquet.

May 6-7—U. of Wisconsin journalism institutes, Wisconsin Center, Madison.

May 9-11—Institute of Radio Engineers Symposium, Hotel del Coronado, Coronado, Calif.

May 10—Wisconsin Fm Station Clinic, Center Bldg., U. of Wisconsin, Madison.

May 12-15—Advertising Federation of America Fourth District convention, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-15—South Dakota Broadcasters Assn. annual meeting. Sheraton-Johnson Hotel, Rapid City.

May 14-16—Advertising Federation of America 2nd District convention, Skyline Inn, Mt. Pocono, Pa.

May 15-18—National Sales Executives-International 25th annual international distribution congress and business aids show, Statler-Hilton Hotel, Buffalo.

May 17—Academy of Television Arts & Sciences forum on "Easterns," film production in New York, Gold Medal Studios, 807 E. 175th St.

May 18—Sigma Delta Chi annual banquet. Distinguished journalism service awards in 15 categories will be presented. National Press Club, Washington, D. C.

May 18-20—Electronic Industries Assn. annual convention, Pick Congress Hotel, Chicago.

May 18-21—Pennsylvania Assn. of Broadcasters, Galen Hall, Reading, Pa.

May 19—Southern California Broadcasters Assn. luncheon meeting. MacManus, John & Adams, L.A., will present the program. Hollywood Knickerbocker.

May 21-22—Illinois News Broadcasters Assn. spring meeting, U. of Illinois campus, Urbana. Combined clinic and business meeting will be jointly sponsored by INBA and university's College of Journalism and Communications, with some sessions at Inman Hotel, Champaign.

May 26-31—National Federation of Advertising Agencies annual management conference. Northernaire Hotel, Three Lakes, Wis.

JUNE

June 1-3—International Advertising Assn. 12th annual congress, Waldorf Astoria, New York.

June 4-5—Oklahoma Associated Press Broadcasters Assn. Trade Winds Motel, Tulsa.

June 5-9—Advertising Federation of America convention, Hotel Astor, New York.

June 5-9—Assn. of Industrial Advertisers annual convention. Shoreham Hotel, Washington, D.C.

June 7-23—National Sales Executives-International eighth annual session-graduate school of sales management and marketing, Syracuse U., Syracuse, N.Y.

June 8—Academy of Television Arts & Sciences, forum on tv and politics, ABC.

June 12-17—Fourth Annual Communications Institute for High School Students, institute on broadcasting sponsored by School of Journalism, Pennsylvania State U., State College, Pa.

June 13-17—International Advertising Film Festival, Lido, Venice, Italy.

*June 16—Rehearing on Miami ch. 7 case involving questions of ex parte representation to FCC commissioners. U.S. Customhouse, Philadelphia.

June 15-17—American Marketing Assn. annual meeting. Hotel Leamington, Minneapolis.

June 19-24—National Advertising Agency Network national conference. Oyster Harbors Club, Osterville, Mass.

June 20—National Academy of Television Arts & Sciences presents annual Emmy Awards. Presentation to be carried over NBC-TV, 10-11:30 p.m. EDT.

June 20-21—Chicago Spring Conference on Broadcast and Television Receivers, Graemere Hotel, that city, running concurrently with International Home Furnishings Market. Emphasis will be on home consumer entertainment field under sponsorship of Chicago Section of Institute of Radio Engineers.

June 22-24—Second National Conference on Electronic Standards. Co-sponsors: National Bureau of Standards, Institute of Radio Engineer's professional groups of instrumentation and microwave theory and techniques and American Institute of Electrical Engineers, National Bureau of Standards Labs, Boulder, Colorado.

June 23-25—Maryland-D.C. Broadcasters Assn. annual meeting. Ocean City, Md.

June 24-25—Colorado AP Broadcasters Assn., Pueblo.

*June 26-30—Advertising Assn. of the West, 57th annual convention, Hotel Del Prado, Mexico City. Theme: "Advertising in the Challenging Sixties." Speakers include Charles Brower, president, BBDO; James Fish, vp for advertising, General Mills; Romulito O'Farrill, prominent Mexican broadcaster; James Farley, president, Coca Cola Export Co.

*June 27-29—Institute of Radio Engineers fourth national convention on military electronics, sponsored by professional group on military electronics of IRE, Sheraton-Park Hotel, Washington, D.C.

JULY

*July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

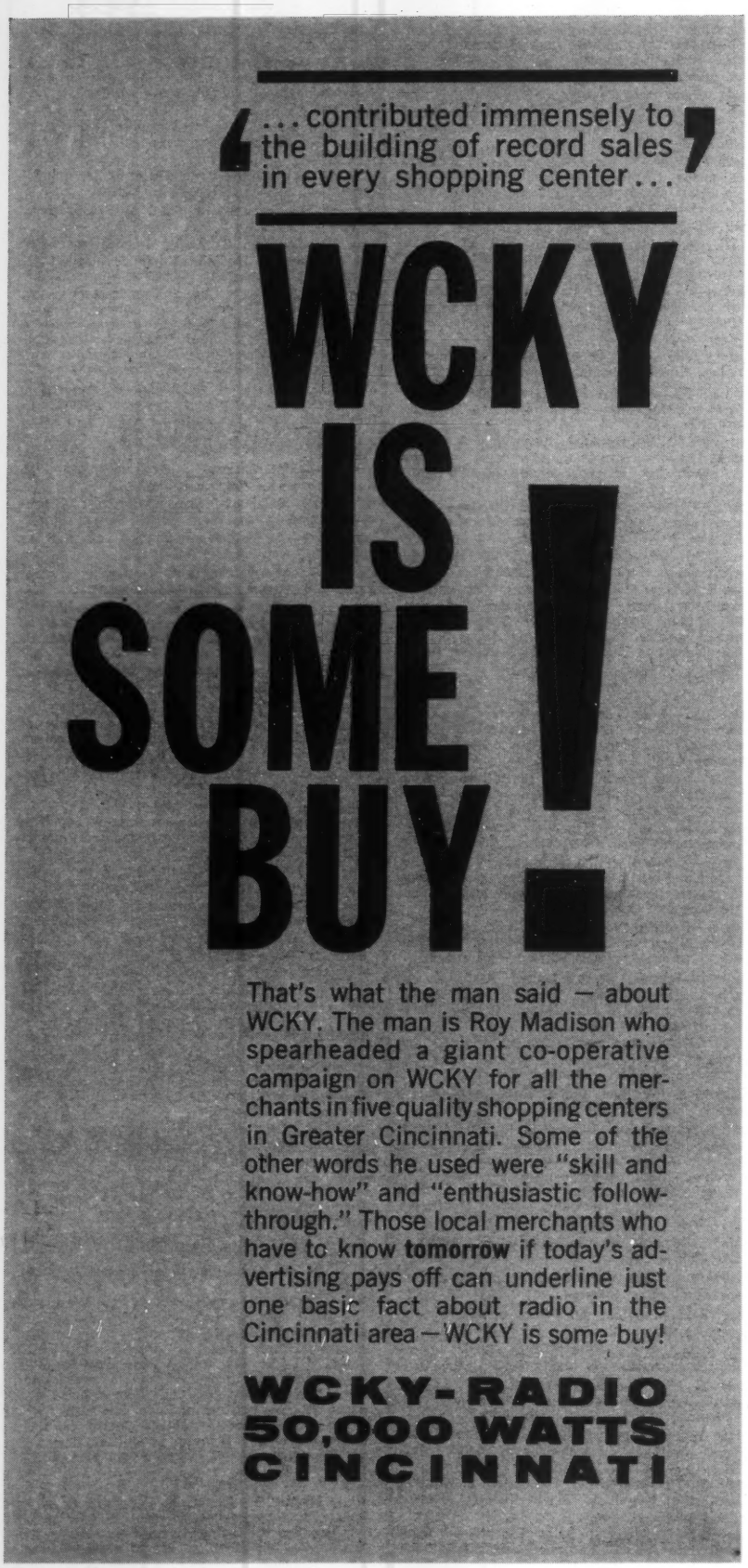
WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

STATIONS


"...contributed immensely to the building of record sales in every shopping center..."
WCKY IS SOME BUY!
That's what the man said — about WCKY. The man is Roy Madison who spearheaded a giant co-operative campaign on WCKY for all the merchants in five quality shopping centers in Greater Cincinnati. Some of the other words he used were "skill and know-how" and "enthusiastic follow-through." Those local merchants who have to know tomorrow if today's advertising pays off can underline just one basic fact about radio in the Cincinnati area—WCKY is some buy!
WCKY-RADIO
50,000 WATTS
CINCINNATI

be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

AUGUST

***Aug. 19-20—Texas AP Broadcasters Assn.** Baker Hotel, Mineral Wells.

Aug. 23-26—Western Electronic Show & Convention, Ambassador Hotel and Memorial Sports Arena, Los Angeles.

***Aug. 26-27—Oklahoma Broadcasters' Assn.** Western Hills Lodge, Wagoner.

***Aug. 29-Sept. 2—American Bar Assn.** annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 19-22—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

OCTOBER

***Oct. 2-4—Advertising Federation of America** Seventh District convention, Chattanooga, Tenn.

Oct. 3-5—Institute of Radio Engineers sixth national communications symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

***Oct. 5—Assn. of National Advertisers** workshop on advertising management. Ambassador Hotel, Chicago.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

***Oct. 16-17—Texas Assn. of Broadcasters** fall convention. Sheraton Dallas Hotel, Dallas.

***Oct. 18-21—National Assn. of Educational Broadcasters** annual convention. Jack Tar Hotel, San Francisco.

***October 25-26—**Engineering section, **Central Canada Broadcasters Assn.** King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

NOVEMBER

***Nov. 16-18—Television Bureau of Advertising** annual meeting. Waldorf-Astoria, New York.

JANUARY 1961

***Jan. 13-14—Oklahoma Broadcasters' Assn.** Biltmore Hotel, Oklahoma City.

BOOKS

- *"BBC Handbook," 1960, British Broadcasting Corp., Broadcasting House, London W. 1; 274 pp; $1.*

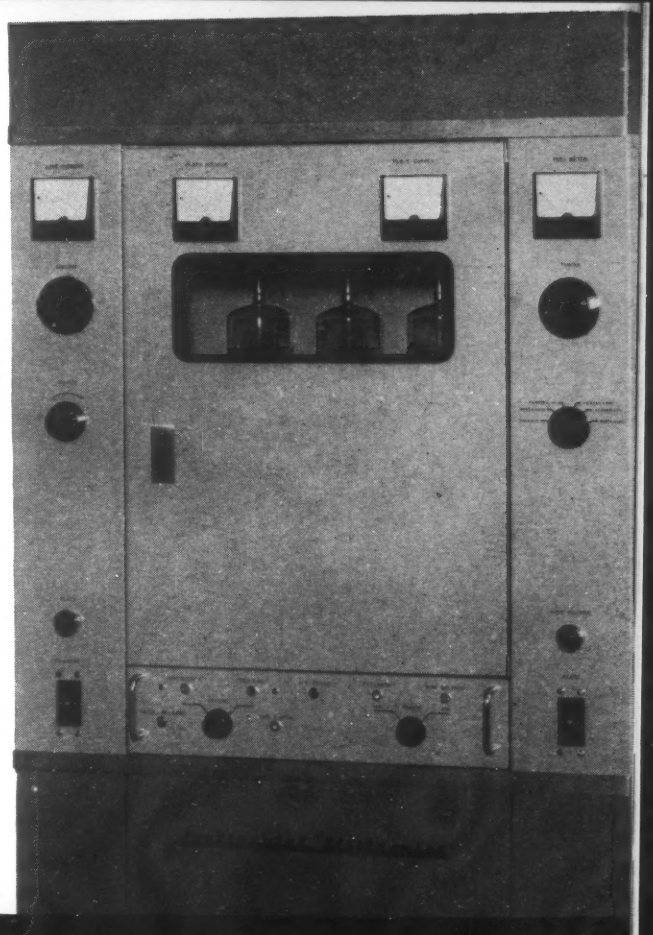
The world's largest non-commercial radio and television organization has published its latest yearbook with a comprehensive review of developments, the organization, financing and philosophy of British government broadcasting.

Among technical highlights covered is development of the transatlantic cable film process, enabling BBC-TV last June to get pictures of the Queen's Canadian tour 2½ hours after the event.

The financial section shows the BBC had a gross income of $87 million last year from receiver fees. Expenditures are detailed.

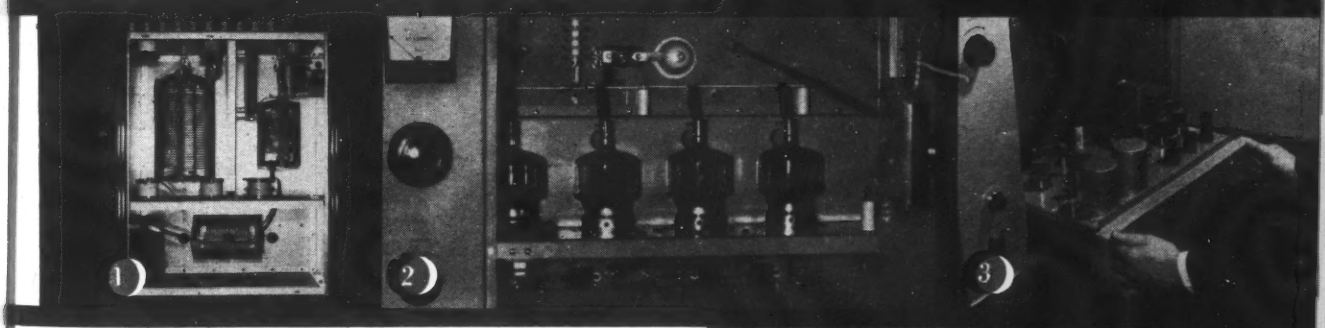
Augmenting extensive treatment of the many domestic and overseas services are analyses of program content. For tv, the breakdown is talks, demonstrations and documentary programs 24.3%; children's programs 12.7%; outside broadcasts of sporting events 12.7%; light entertainment including

ANNOUNCING NEW 1 KW AM TRANSMITTER!



Continental's Type 314D gives progressive broadcasters advanced design, construction and operational features for years ahead performance.

- ★ Field-proven Screen Modulation
- ★ No modulation transformer
- ★ Completely shielded RF Components
- ★ Built-in phantom antenna
- ★ Meets latest FCC regulations on spurious radiation
- ★ Built-in cut-back to 500 or 250 watts (optional)
- ★ All low-level stages on pull-out chassis — may be serviced in transmitter
- ★ Equipped for remote control

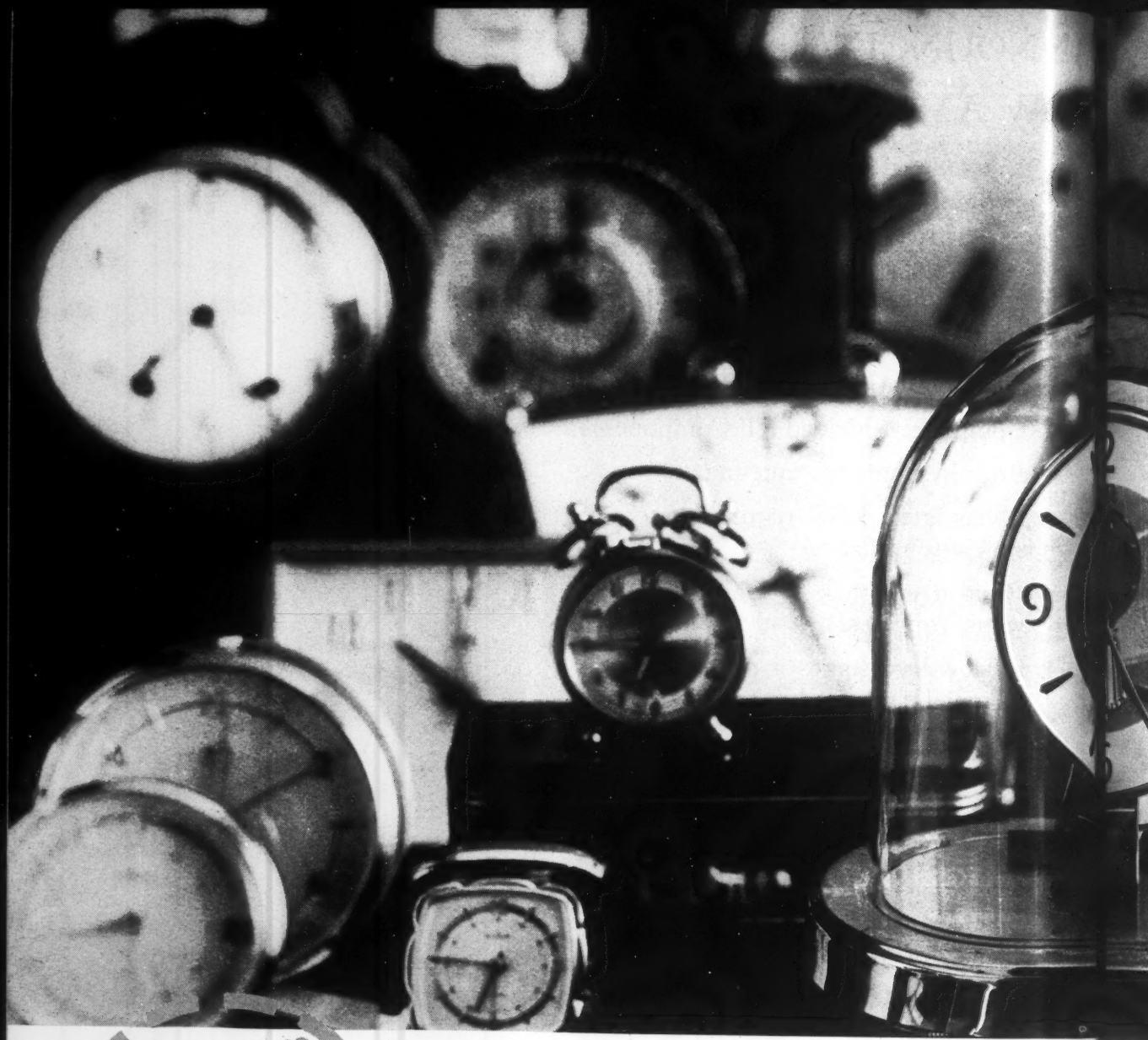


1. Maximum accessibility with front and rear doors. RF Components completely shielded in aluminum enclosure. Built-in static drain choke and transmission line RF ammeter.
2. External tuning and loading controls with separate adjustment of output power. Oversize blower cools entire tube compartment.
3. Vacuum Crystals—no ovens. Pull-out chassis —low-level stages may be tested in operation. No printed circuits. All wiring color coded. Complete circuit breaker protection— no fuses.

see this superior transmitter at the NAB SHOW, booth 33

Continental Electronics
MANUFACTURING COMPANY
4212 South Buckner Boulevard • Dallas 27, Texas • Evergreen 1-1135

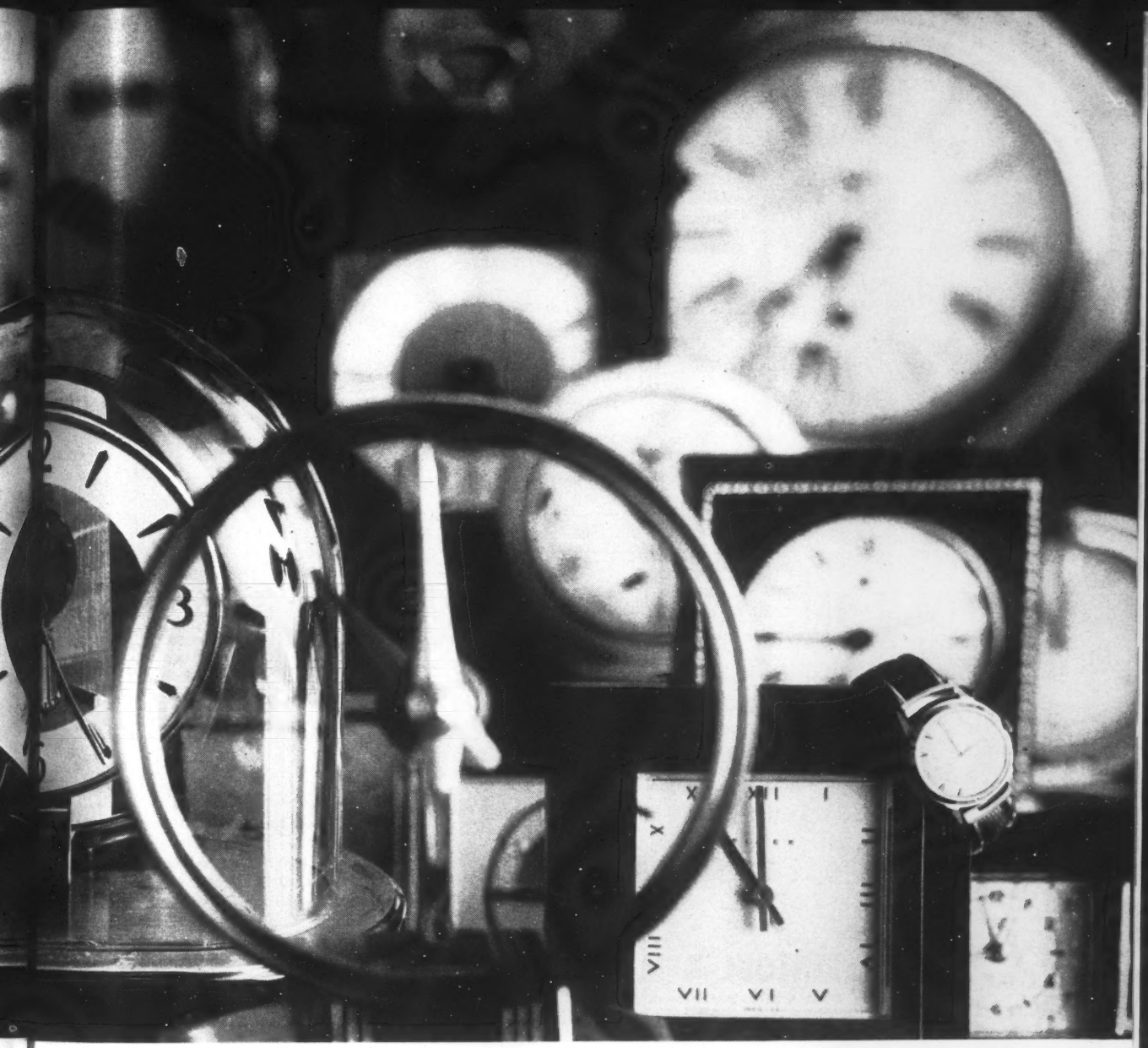
A SUBSIDARY OF LING-ALTEC ELECTRONICS, INC.



SPOT-BUYING FACTS NOT ON THE RATE CARD ABOUT WBZ-TV BOSTON

THE MOST

of any Boston TV station



NEWSCASTS

And look at these other facts about WBZ-TV! ■ Most local air personalities – more than any other Boston TV station. ■ Most national advertisers of any Boston TV station – 193 compared to 148 for the second-place station. ■ Public service programming – 234 hours and 12,667 spot announcements contributed last year to 203 charitable projects. ■ Largest TV share of audience.* ■ Most awards of all Boston TV stations.

That's why in Boston, no TV spot campaign is complete without the WBC station

*ARB

Represented by Television Advertising Representatives, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

SEAL OF GOOD PRACTICE TELEVISION CODE

WBZ-TV
BOSTON

VENARD RINTOUL & McCONNELL, INC.
Offers you experience

VENARD, RINTOUL & McCONNELL, INC.
TV & Radio Station Representatives
NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO DALLAS
NAB Convention Headquarters, Suite 2100, Conrad Hilton

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER
Please start my subscription immediately for—
☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position
company name
address
city zone state
Send to home address — —
• Occupation Required

musical comedy 12%; drama 9.9%; news services 7.6%; entertainment films 7%; miscellaneous 3.7%; outside broadcasts of national and other events excluding sport 2.9%; opera, music productions and ballet 2.7%; school broadcasts 2.3%, and religion 2.2%.

Although the BBC restates its constitutional inability to take broadcast advertising fees, it's obvious the government service is able to pick up an honest pound here and there outside of set taxes. Sale of the *Radio Times* nets some millions a year, and there are 20-odd pages of advertising in front and back of the *Handbook*.

• *"Charlie Weaver's Family Album by Cliff Arquette"; John C. Winston Co., Philadelphia; 58 pp.; $1.95*

If you like Mt. Idy and the people who live there, this book is for you. Few of Charlie's best friends will recognize the pictures in his family album, because most of people portrayed are long dead. However there is a remarkable resemblance between Charlie and his family lineage.

There are pictures of Grampa Weaver who was the first man in the Civil War to jump from a balloon without a parachute, etc., etc., etc.

• *"The Politics of National Party Conventions" by Paul T. David, Ralph M. Goldman and Richard C. Bain; The Brookings Institution, 722 Jackson Place N.W., Washington 6, D.C.; 592 pp; $10.*

The authors attempt to analyze the convention as a system of determining nominees for the Presidency and Vice Presidency. One chapter ("Mass Media Efforts and Voter Choice") terms radio "supreme" as the hour-by-hour reporter of convention happenings. Tv is not far behind on spot news, the authors state, and it "often adds the further impact of the visual image of persons and events."

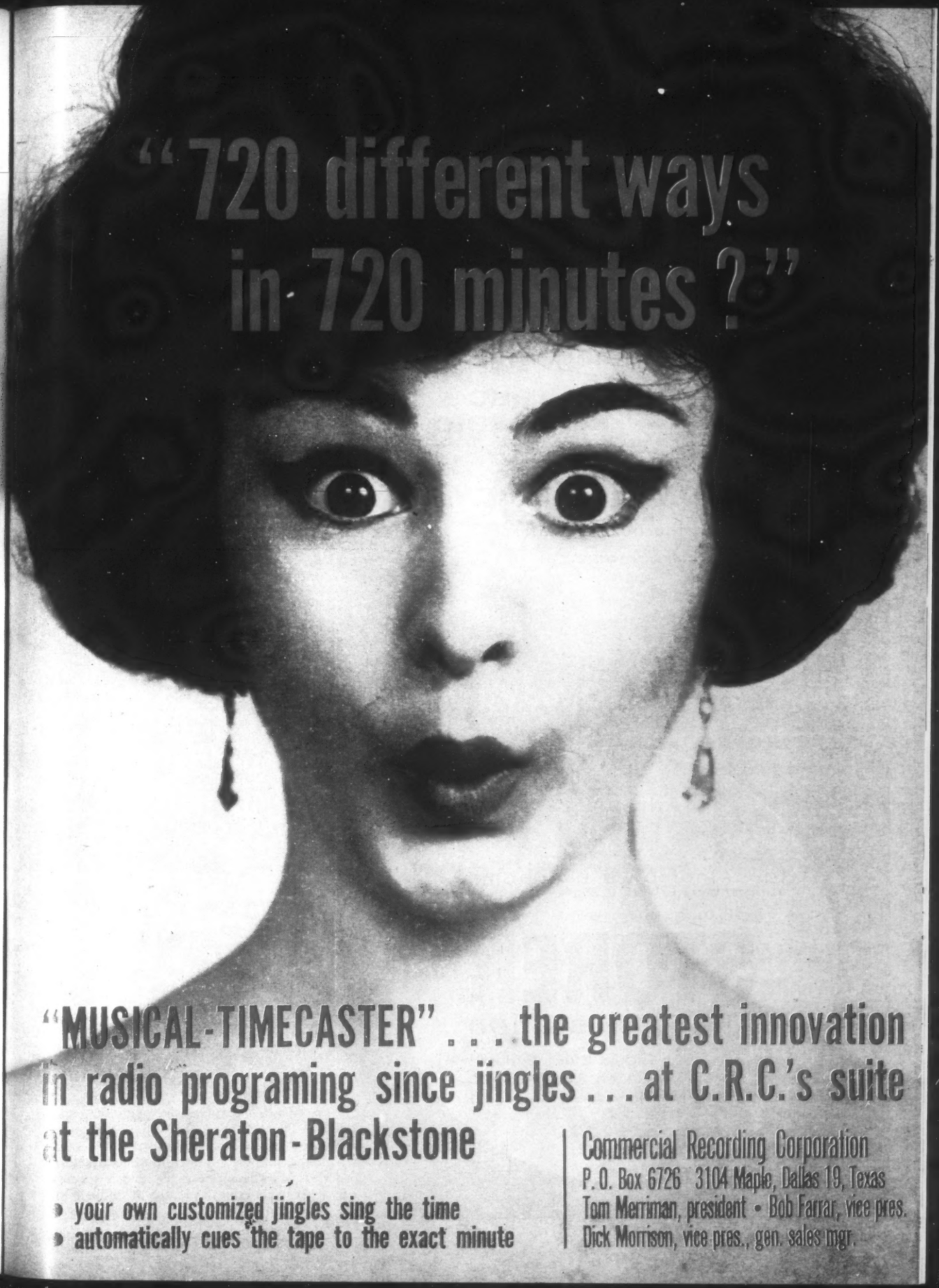
However, the newspapers are "the principle source of detailed news."

The authors state that when the mass media speak with "something approaching a united voice" in reporting the public's opinion, they exercise an "obviously substantial" effect on convention delegates.

Messrs. David and Bain are members of the Brookings staff and Mr. Goldman is on the faculty of Michigan State U.

• *"The Invisible Presidency" by Louis W. Koenig, Rinehart & Co., 232 Madison Ave., New York 16; $6.95.*

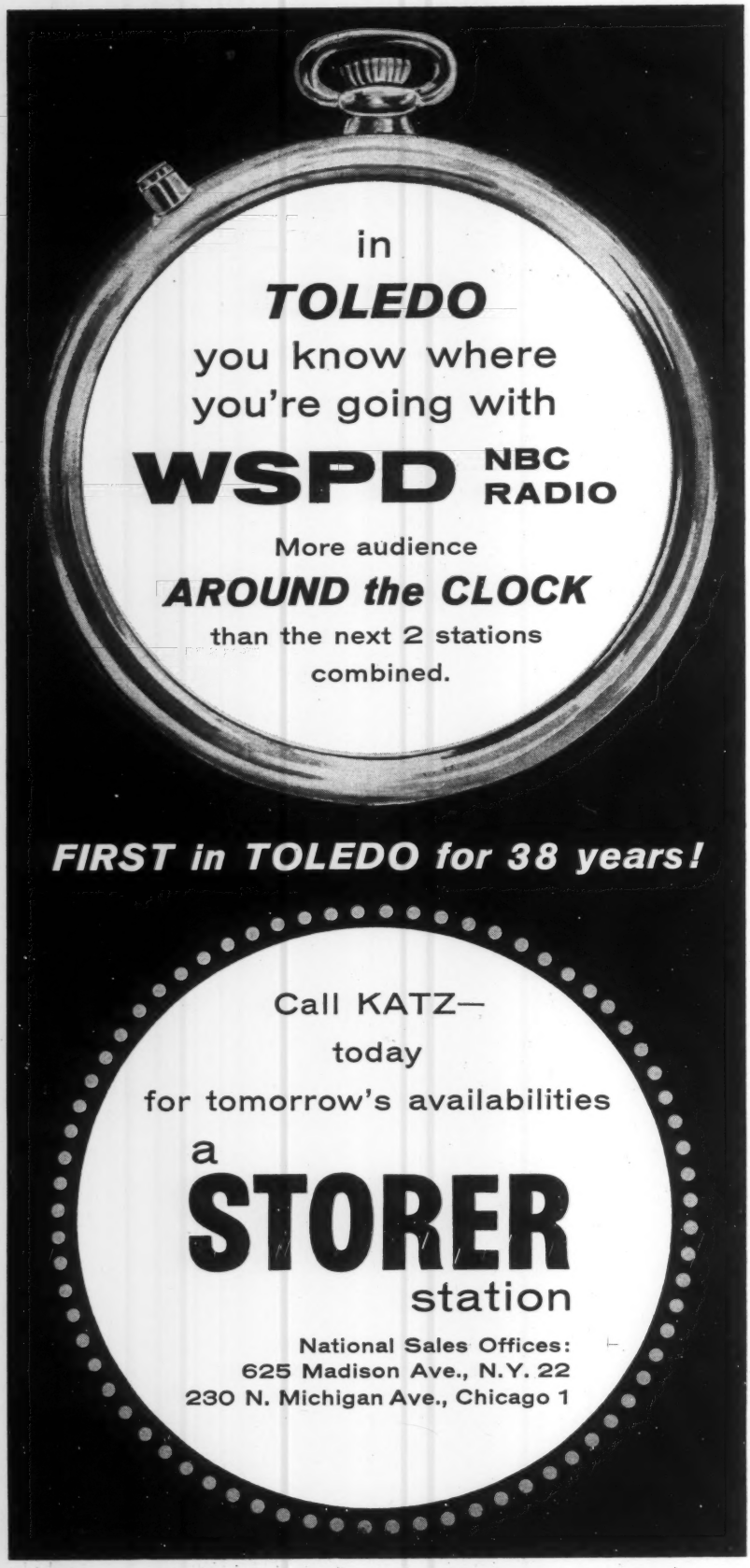
A book of intimate portraits of seven presidential advisers, ranging from Alexander Hamilton (George Washington) to Sherman Adams (Dwight Eisenhower). Broadcasters will be most interested in the chapter devoted to Gov. Adams, entitled "O.K., S.A." In



"MUSICAL-TIMECASTER" . . . the greatest innovation in radio programing since jingles . . . at C.R.C.'s suite at the Sheraton-Blackstone

- your own customized jingles sing the time
- automatically cues the tape to the exact minute

Commercial Recording Corporation
P. O. Box 6726 3104 Maple, Dallas 19, Texas
Tom Merriman, president • Bob Farrar, vice pres.
Dick Morrison, vice pres., gen. sales mgr.



it, the Goldfine affair, the Mack-Miami ch. 10 case, and Gov. Adams' relations with the "independent" executive agencies (the FCC, SEC, etc.) are dealt with in an informative manner.

• *"The Armchair Theatre" by ABC Television Ltd.; Weidenfeld and Nicolson, 20 New Bond St., London W1 England; 115 pp.; $2.80 (20 s.)*

A documentary on the *Armchair Theatre,* a Sunday night series of plays that ABC Television Ltd. has been producing for four years, this book also includes a general survey of British drama seen on tv.

Also included are articles by leading British television craftsmen on the arts of acting, producing and writing for television.

The book is illustrated with some excellent photos of scenes from the first three years of *Armchair Theatre* productions. Some of the sets, particularly one of a mansion of the Edwardian period, are far more lavish than any seen on American tv.

All in all, the book provides an interesting commentary on contemporary British tv production of drama.

On the magazine rack:

• *"She Speaks to Seven Million Women," April issue of "Ladies Home Journal"* — Feature article on Ruth Lyons, Crosley Broadcasting personality, tells of her activity with 50-50 Club on WLWT (TV) Cincinnati and other Crosley stations. Traces her 18 years in broadcasting to present day stint of 90 minutes a day, 5 days a week, 52 weeks a year. Popularity cited by fact that luncheon tickets for her broadcast have been sold as much as five years in advance. "Ruth Lyons is probably the most valuable, most-sought after non-network property in television," says author Betty Hannah Hoffman. In preceding companion piece, Miss Lyons turns autobiographer.

• *"Television, Radio, Comics and Movies," April issue of "Ladies Home Journal" by Benjamin Spock, M.D.*— Dr. Spock, whose word is practically bible to parents, analyzes influences of various media on children and suggests positive steps that might to taken by parents. Included: write your senator re establishment of a government commission to study tv.

• *"Must Tv Bring the Bathroom Into Our Living Room," current issue of "The Readers' Digest," by Blake Clark* —The author, who exhibits tendencies toward nausea at the drop of a commercial, goes into a full-scale attack on tv advertising messages, and is successful in painting a picture of endless bad taste in tv.

Cleopatra made things happen on the Nile . . . and

WPEN RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only station in Philadelphia broadcasting Signal 95—exciting on-the-spot tape recordings of traffic violators by police officers who are wired for sound. The actual conversations . . . the actua excuses . . . the actual arguments In Public Interest . . In Sales . . And I Exciting Listening WPEN Makes Things Happen In Philadelphia.

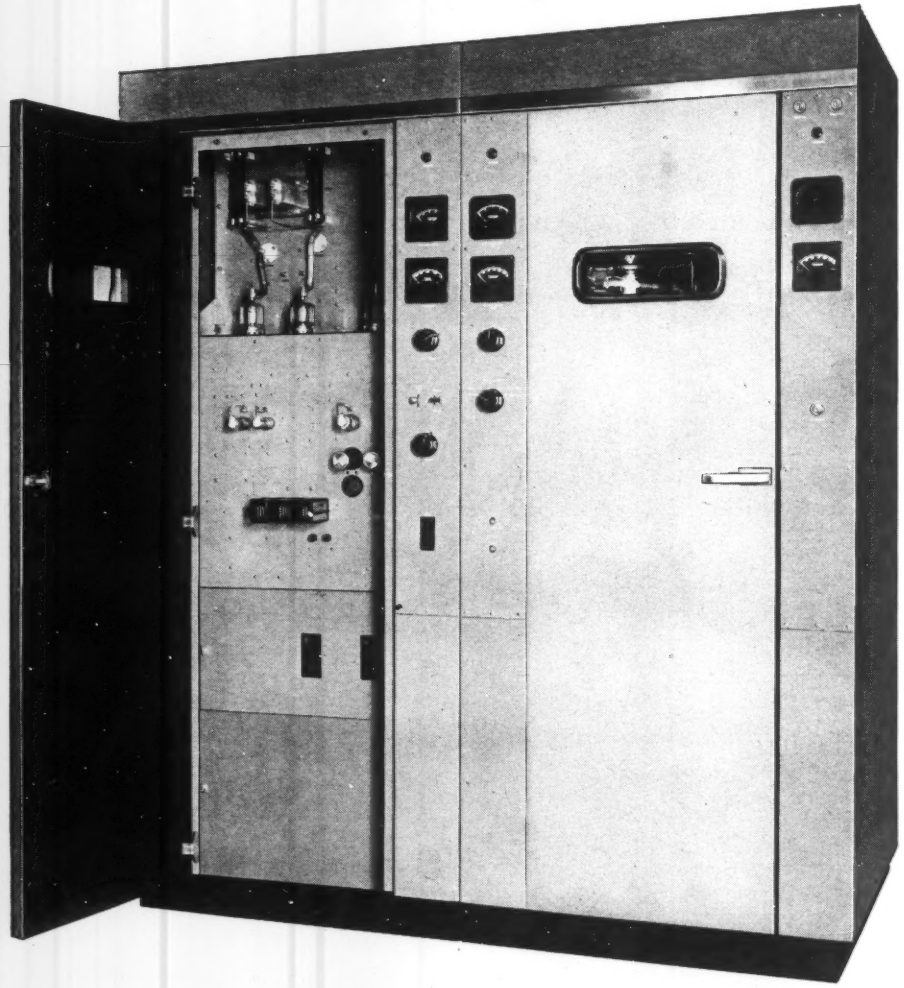
WPEN

Represented nationally by **GILL-PERNA**
New York • San Francisco • Los Angeles
Chicago • Boston • Detroit • Atlanta

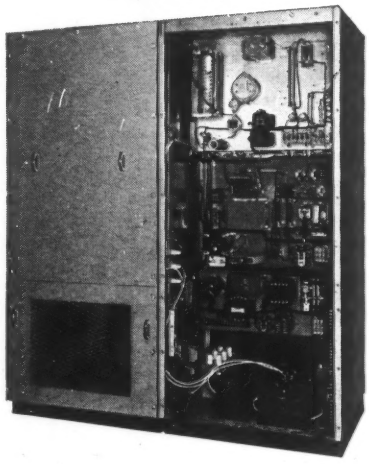
CONSOLIDATED SUN RAY STATIONS
WPEN, *Philadelphia* . . . **WSAI**, *Cincinnati* . . . **WALT**, *Tamp*

Now...Power Savings of 1

—through Unique Circuit



NEW BTA-5T
5 KW AM TRANSMITTER



How It Works: The increase in efficiency in the BTA-5T Transmitter is achieved by reshaping the modulated amplifier plate current pulse to reduce the power loss in the power amplifier tube during the conduction interval. A harmonic trap in the cathode circuit squares up the wave shape of the grid driving voltage, and another trap in the plate circuit further shapes the plate current pulse. Consequently, when the tube begins to conduct current, the power loss in the tube plate circuit is low and remains so throughout the cycle.

ANOTHER WAY RCA SERVES BROADCASTERS THROUGH ELECTRONICS

15,000 KW Hours per Yr.!

permitting 90% Plate Efficiency

NEW HIGH-PERFORMANCE 5 KW AM TRANSMITTER

This new transmitter incorporates the only significant development in Class "C" power amplifier design in 20 years. A new circuit provides a plate efficiency of 90%.

With continuous operation, savings of approximately 15,000 kilowatt hours per year are realized. Only 1 PA tube is needed.

Other improvements, including all silicon rectifiers and improved protective circuits, enhance performance and extend operating life.

Functional styling provides a choice of red or grey doors to suit station decor and add a harmonious note.

Some of the fine features of the New BTA-5T

1. **FEWER TUBES**—Fewer tubes—a total of twelve—save on replacement cost. Only one 5762 PA Tube for lower operating cost.

2. **QUIET-OPERATING BLOWER**—Very low plate dissipation in the output stages reduces heat within the transmitter, and also permits use of a slow-speed blower for quiet operation.

3. **SILICON RECTIFIERS**—All silicon hermetically sealed rectifiers of proven reliability are ideal for remote control.

4. **OVERLOAD PROTECTION**—Complete overload protection is provided for all circuits. All line breakers carry an instantaneous over-current protection, while main breakers retain instantaneous and thermal protection. Remaining circuits are protected by fast-acting overload relays with provision for external indicators.

5. **REMOTE CONTROL PROVISION**—Built-in provision is made for *remote control* and conversion to Conelrad, power cut-back and a carrier off monitor.

6. **FCC OK**—Meets all new FCC Spurious Emission requirements.

7. **SPACE SAVING**—New style cabinets offer excellent accessibility to all components and allow a great saving in floor space.

Your RCA Broadcast Representative will gladly provide further particulars about this new transmitter. Or write to RCA, Dept. E-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

Peter Pan
ENRICHED BREAD
Peter Pan
ADVERTISED IN EASTERN IOWA ON KCRG-TV, CHANNEL 9
The Petersen Baking Company is one of many successful national advertisers using KCRG-TV. Channel 9 is a necessary part of effective selling in the Cedar Rapids-Waterloo-Dubuque market. Your Branham Company representative will tell you why. Minneapolis; Harry S. Hyett Co.
ABC
IN IOWA'S NUMBER 1 TV MARKET
KCRG-TV Channel 9
CEDAR RAPIDS
Joseph F. Hladky, Jr., President
Redd Gardner, General Manager

OPEN MIKE

Selling power of television

EDITOR: We have need for the March 24, 1958, issue . . . or at least a tear-sheet covering the story, "How one year with tv out-did 10 without it" (page 117, MONDAY MEMO from Thomas H. Lane, vice president, Lennen & Newell). —*Bernadette A. Becker, Assistant Librarian, Campbell-Mithun Inc., Minneapolis.*

[Back copies are available. One is enroute. —THE EDITORS.]

Spreading the 'gospel'

EDITOR: I am attaching a reprint of the double-spread black-and-white advertisement which you so generously arranged to carry in the Jan. 4 issue.

This reprint is being sent to some 5,000 top executives in business, advertising and media who, in one way or another, are affiliated with The Advertising Council and contribute to our programs. An additional 5,000 reprints will be circulated by council directors, clients and advertising supporters to key business people of their acquaintance.

Our purpose in distributing reprints of the advertisement, this year as in the past, is to be sure that industry, advertising and media are aware that their own good works are known to the public.

We very much appreciate the support you give to this once-a-year project and to others throughout the year.—*Theodore S. Repplier, President, The Advertising Council Inc., New York.*

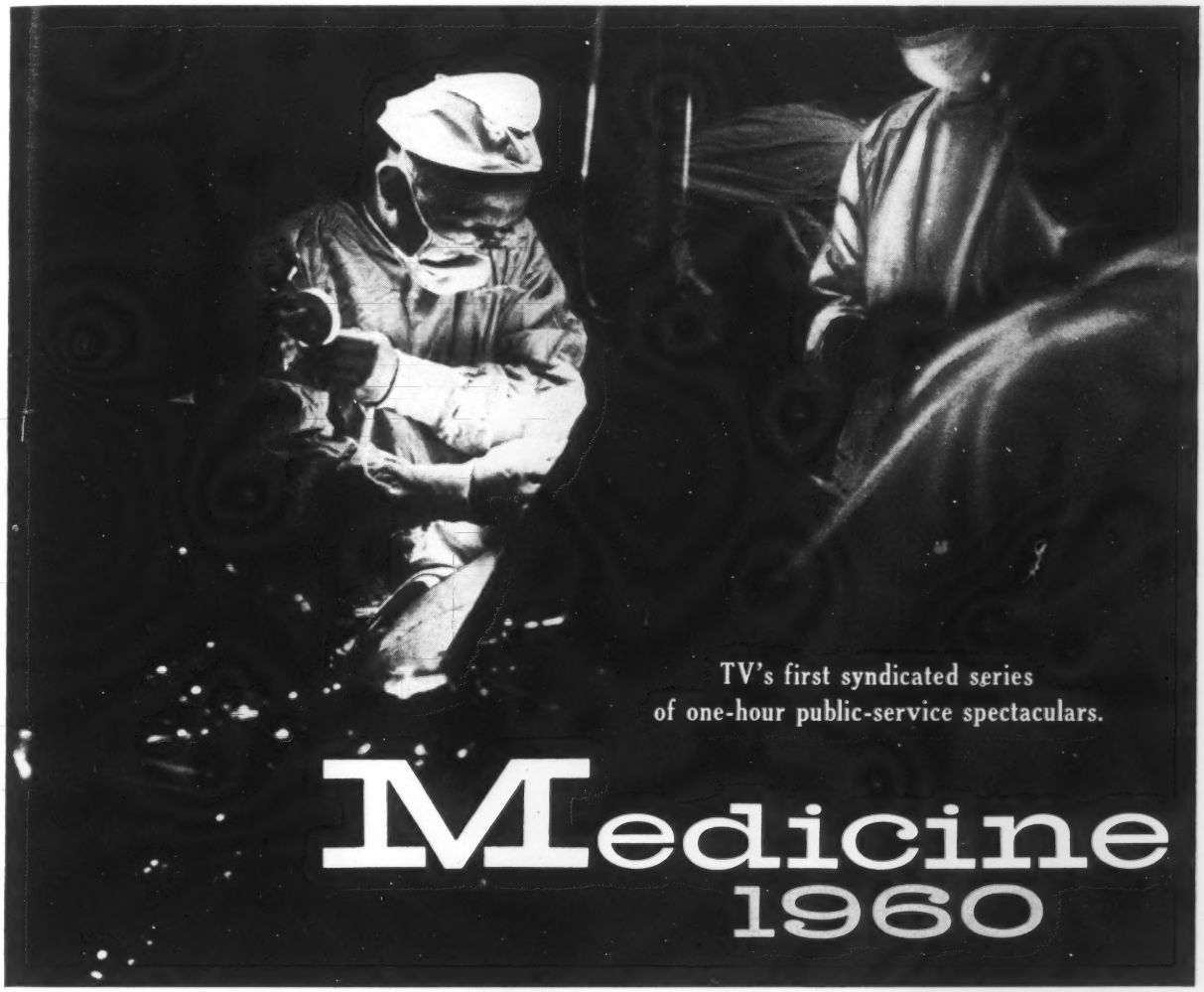
Israel commercial radio

EDITOR: In one of the recent copies of your magazine there was a note on the introduction of commercial radio on Kol Israel (CLOSED CIRCUIT, Feb. 15). There were a number of errors in the report and I think, purely for the record, I should like to give you the complete story.

We begin commercial radio on April 3. The two hours will be from 5 to 7 p.m. on an alternate wavelength. This is being done in order to avoid any interference with our main network program. The individual spots are 15 seconds minimum and 30 seconds maximum, at a cost of IL75 ($41.25) per 15 seconds. There are some programs in our weekly schedule for which we are asking a premium price, sometimes as high as 100% above the minimum price. We are limited to 10 minutes of commercials for the two hours, or 5 minutes in each hour. The government has approved this commercial arrangement for an experimental period of six months in order to give it a chance to prove itself.

At the end of this year, should we

Another station debut...another rating success!



PREMIERE TELECAST ON KCPX-TV, SALT LAKE CITY...RATINGS UP 79.5%

On Friday, March 11, 1960, 9:00-10:00 PM, KCPX-TV, pre-empted its usual network programs and became the second station in the U.S. to telecast MEDICINE 1960. (KRON-TV, San Francisco, the first station, drew ratings of 18.3, 15.9 and 20.4 for the first 3 shows in the series and topped 8 out of 9 network competitors.)

Here are the impressive Trendex figures for Salt Lake City. They show a 79.5% rating increase over the previous rating report for KCPX-TV.

		Rating	Share
KCPX-TV	"MEDICINE 1960"	28.0	44.2%
Station Y	Network Western	16.2	25.6
Station Z	Feature Film	19.2	30.2

More and more stations across the country recognize that MEDICINE 1960—12 hour-long video taped programs of actual operations and demonstrations of advanced medical procedures—is, by every standard, an outstanding example of provocative public service programming.

The following are some of the other stations that have already bought MEDICINE 1960:

KRCA Los Angeles
KPLR St. Louis
WTVJ Miami
WROC Rochester
KERO Bakersfield
KREM Spokane
WLOS Asheville
KRDO Colorado Springs
KENI Anchorage
WWJ Detroit
KING Seattle
KFSD San Diego
KGW Portland, Ore.
WFGA Jacksonville
KLRJ Las Vegas
KPHO Phoenix
KTVA Fairbanks
KNDO Yakima
KNBS Walla Walla

For further details, contact:

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO

from a proud past
comes a...
FUTURE
UNLIMITED!

Everywhere you look in
Montgomery you see progress.
This new futuristic Coliseum,
scene of rodeos, sports events,
and conventions, is only one
example of this area's vast growth.
Expansion means opportunity...
an opportunity to expand your
sales in a million market.
And WSFA-TV covers the area like
no one else can.

WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12
Represented by Peters, Griffin, Woodward, Inc.
The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

continue our commercial broadcast we will be moving them to a powerful transmitter that will give us full coverage throughout the country.—*Harry Zinder, Director, Israel Broadcasting Service, Jerusalem.*

Vtr cuts re-make costs

EDITOR: We should like to order 1,000 reprints of the article appearing in the March 7 issue, page 24, under the caption MONDAY MEMO from Kenneth C. T. Snyder (vice president, tv-radio creative director, Needham, Louis & Brorby, Chicago and Hollywood) and entitled "Vtr helps avoid costly 're-makes'."—*Richard Madsen, Ampex Professional Products Co., Redwood City, Calif.*

News conference issue

EDITOR: Why the stew over separate news conferences? As a newspaperman who also has been a radio newsman I wish they could be not only separate but private.

What can the broadcast boys lose? Theatrical effect? Unpaid actors? Prompting from the newspapermen who outnumber and outdo them?

Even the network staffs can't compare in strength or sound background, especially on politics, with those of the big dailies.

Outside of the biggest cities, most broadcast newsmen are really nothing more than announcers or cubs. Without comparable budgets, they eavesdrop on newspapermen and pirate from print. I've heard them read my newspaper copy on the air word for word. I've rarely seen them pound the beats.

When the broadcast boys can get their own stuff consistently they'll gain more respect and better access.—*Jack Magee, 1040 Madison Ave., El Cajon, Calif.*

Challenges Atlass on fm

EDITOR: . . . H. Leslie Atlass' remarks pertaining to fm, quoted in your Feb. 29 issue (page 58), cannot go unchallenged.

Referring to the fm industry in general as well as to WBBM-FM Chicago, Mr. Atlass states: "It has not been successful." Were his comment limited to the operation of WBBM-FM, we would agree wholeheartedly. However, to say, or even infer, that . . . fm radio is not successful is a gross misrepresentation of the facts which could be harmful to fm's progress, considering Mr. Atlass' status in the industry.

Many fm broadcasters in major as well as secondary markets can point to successful fm operations. The West Coast is very active fm-wise, with several stations which have made enough of an inroad to be called successful operations.

Admittedly, these stations have not

Memorable Music! Sparkling Animation!..

The most important thing a TV station owns is its Channel Number. Now, at last, you can use your own broadcasting facilities to build a memorable, eye and ear catching channel image!

CHANNEL IMAGE IDENTIFICATION

20 fully animated segments!

- Eight 2 second, nine 10 second, three 20 second.
- Customized to your channel number and call letters.
- Black and white or full color.
- Exclusive to you in your market area.
- Thirty-day delivery.

Designed by Ajay • Animation by Elektra • Music by Larry Elgart

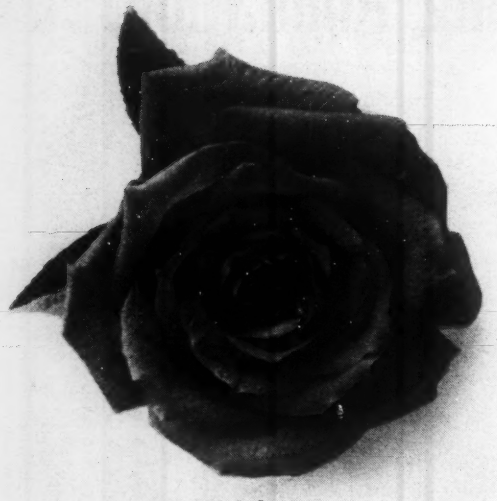
New Modern Radio Sound Plan

Quality music for radio IDs with the Larry Elgart Orchestra and the fabulous voice of Carol Sloane

REMEMBER! Any spot identifying your channel must be of higher quality than anything else you may broadcast!

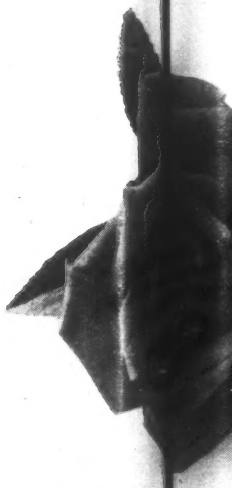
SEE US AT THE CONRAD HILTON for a preview showing or write to:

MODERN BROADCASTING, INC., 545 Fifth Ave., New York 17, N.Y.



a rose...

...is not a rose...



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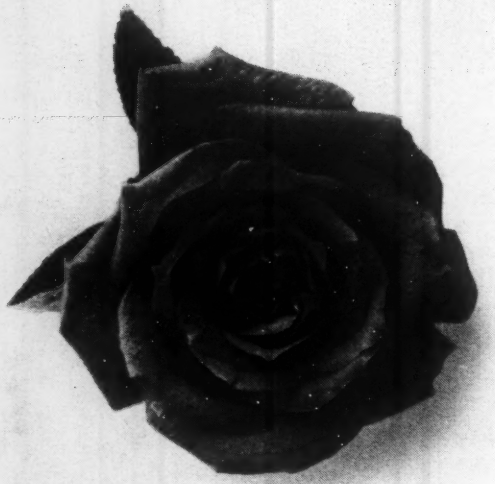

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96% of all television homes today fall within the color coverage area. More than 300 stations in the United States have all the facilities to carry network color.

At NBC alone, total hours of color programming have increased more than tenfold in the past six years; over 450 hours scheduled in the first six months of 1960.

Owners of color sets tend to be higher in income, better educated, more influential.

The proof is all around us. Proof that color—an integral part of living—is an integral part of living television. Proof that your advertising future is in color.

NBC TELEVISION NETWORK

...unless it's in color

ED BENHAM, Chief Engineer KTTV-L.A., reports on:

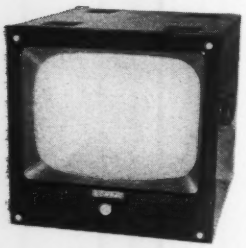
"Here at KTTV, Conrac's consistent-high quality has proven time and time again that Conrac's complete range of professional monitors and receivers are the best possible viewing investment for us."

At KTTV, as in hundreds of other television stations, this dependable, uniform Conrac quality means consistently excellent video response — plus, sharply reduced maintenance costs.

Every Conrac monitor from 8″ through 27″ BROADCAST or UTILITY

includes these important features:

- ★ Video response flat to 8 megacycles
- ★ DC restorer – with "In-Out" switch
- ★ Provision for operation from external sync – with selector switch
- ★ Video line terminating resistor and switch



Conrac Monitors Are Distributed by Ampex, General Electric, RCA *and* Visual Electronics

CONRAC, INC.

Makers of Fine Fleetwood Home Television Systems

Dept. K, Glendora, California

VISIT CONRAC, BOOTH 23 NAB SHOW, CHICAGO

TELEPHONE: COVINA, CALIFORNIA, EDGEWOOD 5-0541

had the union problems that beset WBBM-FM. However, even these are not quite so titanic as Mr. Atlass' remarks would seem to indicate. He is quoted as saying: "Fm for us has been expensive because of the unions. We have 45 musicians on our payroll at $225-250 a week. None of the independents have any. Our contract with the technicians is such that it takes 45 to operate the station. Our expenses are really high."

Actually, WBBM-FM employs no live musicians per se. It does have platter-turners; but the only live music heard on the station originates from CBS Radio and local remotes. The musicians Mr. Atlass is referring to appear on WBBM-AM-TV. As for the technicians, WBBM-FM uses three per day at the studio and two at the transmitter. Since the fm and tv transmitters share the same location, there is no justification in charging fm with the two transmitter engineers. The 45 technicians constitute an am-fm-tv "pool."

Mr. Atlass states further: "I don't see any real future for fm in this area, because of good groundwave from am, just as good as fm . . . Only in areas where fm can deliver a better groundwave signal does it have commercial hope. People will take a lot of bad programming if they get a good signal."

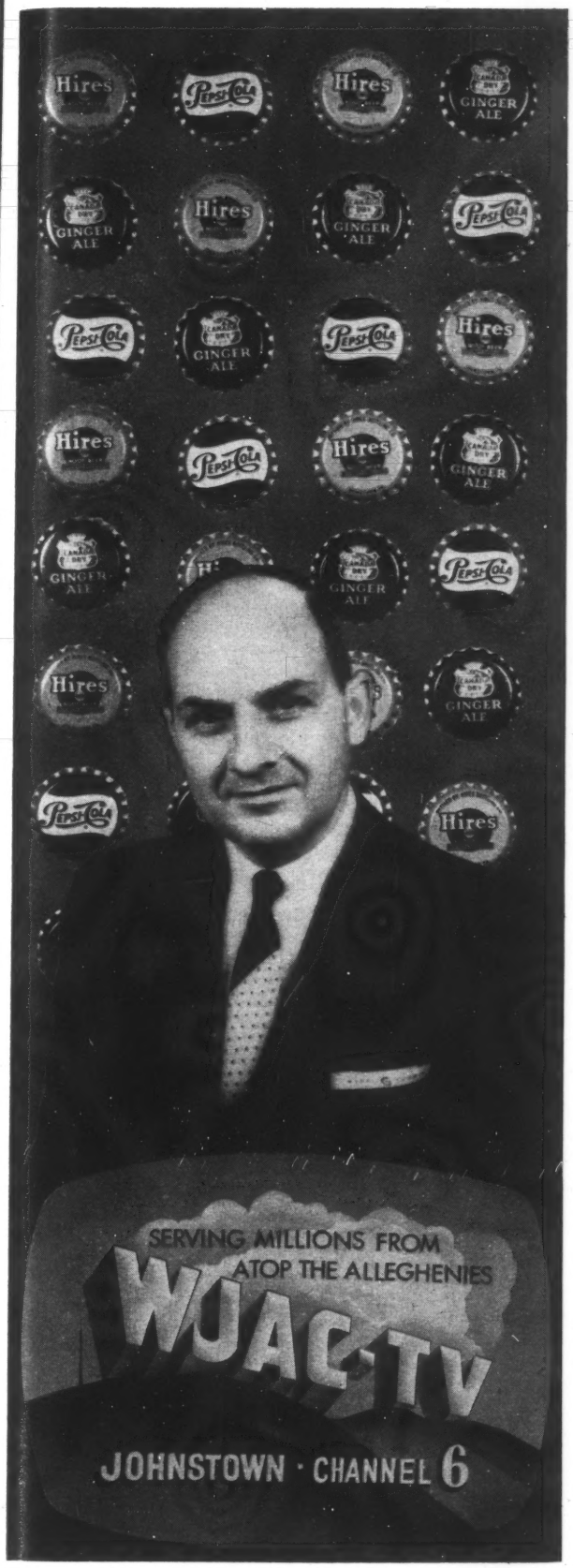
Obviously, Mr. Atlass never dug far enough to find out why people have been spending millions of dollars each year for fm sets. They have refused to any longer accept the "bad programming" on am that Mr. Atlass referred to. The basic reasons for fm's expansion (despite the super-abundance of am fare available, particularly in the major markets) are: better programming and higher commercial standards. Better reception is a characteristic of fm; but it is of least importance when measuring the success of fm.

Analyzing the WBBM-FM situation at close range, we would say that had Mr. Atlass used the same imagination and showmanship in programming and promoting WBBM-FM that he used to endow WBBM-AM with a live personality, the fm operation in time could have become as successful as the am is . . . —*Charles W. Kline, Fm Unlimited Inc., Chicago.*

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.



STATISTICS

don't buy soft drinks . . .

PEOPLE DO!

Statistics are handy things to have around . . . but product-buying people are even better! For instance, WJAC-TV is proud to be out in front, statistically (according to both ARB and Nielsen) . . . but what's more important, WJAC-TV reaches the customers who do the purchasing!

Read what Mr. Martin Goldhaber, owner of the Pepsi-Cola Bottling Plant in Johnstown, says:

> "Television is an important medium advertising-wise; that's why we rely on WJAC-TV to deliver the audience in the Johnstown-Altoona buying market . . . and the sales results show it."

Boost your sales results by advertising on WJAC-TV.

get the full story from

HARRINGTON, RIGHTER AND PARSONS, INC.

MONDAY MEMO

from **ROBERT L. FOREMAN,** *executive vice president in charge of creative services, BBDO, New York*

Why sponsor-program divorcement?

I'm just as happy as the next person (who happens to be David Susskind) that the Standard Oil Co. of New Jersey picked up sponsorship of the *Play of the Week* here in New York on WNTA-TV. My elation stems from the fact that I think a series of this quality deserves a sponsor.

However, the publicity which attended this tv buy concerns me. Not the amount of it but the content. It all seemed to focus on the fact that Esso is going to pursue a hands-off policy as far as the program itself is concerned. This leaves me unhappy.

In light of this stand-offish attitude, I wonder if the sponsor's undertaking is so noble after all. Or so business-like. Is this attitude the result of some inability to cope with the editorial content? Is this series something they really don't dig? Or believe in? Are they secretly "a-feared" of it?

Artistic Freedom? • The implication is that this tamper-free sponsorship will permit David to continue to present a series as brilliant and off-beat as he did when it was sustaining. This also implies that *if* the sponsor had a say over the material, the opposite would be true. I just don't believe that.

Furthermore, I think the sponsor is *shirking* his responsibility. Not only to his stockholders but to the televiewing public. In addition, harm is being done David Susskind *and* the Muses by implying that Standard of Jersey doesn't really like good television. In fact, let's go further—it says that Standard of Jersey really doesn't *want* to be associated with the program. Because of this uneasiness, they're only going to drop commercials into each show as if they were spot buying.

Is this sponsorship? Not in my book.

Program Quality • I don't believe sponsorship necessitates downgrading of a program. I base this view on my own experiences. I've worked with clients of all sizes and types and points of view and never witnessed a pitched battle between business and art. The sponsors I've worked with turned out to have as much judgment and taste and desire to do something of value in television as any other group. By "other" I mean talent, packagers, agents and networks.

The isolated examples we sometimes hear about, "that auto maker" who insisted the Chrysler Bldg. be eliminated from the backdrop in his show and the drug company which didn't want the word "poison" mentioned in its melodrama and the cigarette company which wanted the heavies in its play to smoke competitors' cigarettes, are to my knowledge few and far between. Amusing examples of exceptions that reflect the pathological twitchings of a nervous few.

I wish Jersey Standard had really undertaken sponsorship of the *Play of the Week*. I'm sorry they felt philanthropy was enough. Were they to work for real rapport with their series, it would have demonstrated an appreciation of what David is doing. And I'll wager the price of a Christopher Marlowe folio there wouldn't be any dilution in program strength nor any shrinking of program stature. That's because I have just as much confidence in the Esso people (whom I've never met) as I have in David (whom I have met and greatly respect).

I know the extent of David's problems with the varied group of advertisers he's worked with here at BBDO. I know all of the Madison Avenue coterie we face him with almost daily. And so far the irritations have been minor and infrequent. In all fairness, he would have to say—my life with BBDO advertisers has been very pleasant, actually no more troublesome and maybe less than what I have with writers, set designers, choreographers, lawyers, agents and performers.

Robert L. Foreman, an executive vp and director, BBDO, started his career at agency 21 years ago (1939) in trade copy department. He was made vp in 1948, when he was in charge of radio copy department. He is now in charge of all creative services, including copy, art, television, radio and public relations. In 1955 he was elected to the board and in 1957 executive vp.

Post Script • P.S. The above point of view was presented more concisely in a recent BBDO house advertisement on the subject of our particular television programming. While this is a sneaky way of getting exposure for the ad without paying for it, I consider it no more so than the way I was conned at a cocktail party into preparing this tract. " '60 caliber tv" was the headline of the ad. The copy went:

"Berating the ratings is a popular pastime these days. However, ratings properly used — instead of abused — play an important role in evaluating a television program. Audience *size* tells only a part of the story. It gives little clue to program caliber.

"Back in '58 we ran an advertisement on the subject under the headline, 'Nose counting is no longer enough'. There we discussed another dimension of television programming—climate—and what it meant to a number of BBDO television advertisers. Now we present the complete roster of our regularly sponsored prime-nighttime network programs. These demonstrate that good programming is good business . . . that salesmanship can flourish in a healthy climate.

"In other words, business-sponsored television and quality television are thoroughly compatible! Glance through the list below and see if you don't agree that this '60 caliber tv is high indeed." The BBDO roster given in the ad:

BBDO regular evening tv shows—"Armstrong Circle Theatre" (Armstrong Cork Co.), "Donna Reed Show" (Campbell Soup Co., co-sponsor), "The du Pont Show With June Allyson" (E.I. du Pont de Nemours & Co.), "Garry Moore Show" Pittsburgh Plate Glass Co., co-sponsor), "General Electric Theater" (General Electric Co..) "Lassie" (Campbell Soup Co.), "Men Into Space" (American Tobbaco Co.) and "United States Steel Hour" (U.S. Steel Corp.).

BBDO special programs—"Biography of a Missile," "Population Explosion," "Iran — Brittle Ally," co-sponsored by B.F. Goodrich Co. on "CBS Reports"; "Oliver Twist," "Arrowsmith," "Ethan Frome," sponsored by du Pont on "The du Pont Show of the Month"; "Mrs. Miniver," "The Citadel," "Valley of Decision," co-sponsored by General Mills and Westclox on "Special Tonight"; "Miss America Pageant", sponsored by Philco Corp.; "Strawberry Blonde," "Devil and Daniel Webster," sponsored by Rexall Drug Co. on "Your Rexall Tv Specials"; "Holiday on Wheels," "Marriage—Handle With Care," "The American Cowboy," sponsored by U.S. Steel on "U.S. Steel Specials."

As served at Dunbar's by Albert Cantey

Jambalaya ... OLD NEW ORLEANS FAVORITE

Here's how to make it!

Cook 2 chopped onions, 1 can tomatoes and ½ can tomato paste in 4 tablespoons butter for 10 minutes, stirring. Add 4 cloves garlic, 2 pieces celery, ¼ green pepper, ½ teaspoon thyme, 1 teaspoon parsley, 3 cloves—all finely chopped—and cook ½ hour, stirring. Stir in 1 pound diced boiled ham, 2 pounds peeled boiled shrimp; cook 10 minutes. Stir in 3 cups cooked rice. Season with salt, black pepper, cayenne. Simmer ½ hour. Serve with a bottle of chilled rosé wine.

WWL-TV... New New Orleans Favorite

How ya gonna keep 'em seated for the commercial? WWL-TV does it with a bright new series of station ID's—catchy sound and animation! Audiences stay put at station break time; advertisers get the most effective background possible for their spot sales messages. Alert programming like this is another factor that has established WWL-TV as the *new* New Orleans favorite.

Gourmet tastes? *Then write today for your gift copy of WWL-TV's new New Orleans Cookbook, "HOW TO PLEASE A GOURMET." Just off the presses—and loaded with wonderful old Creole recipes. Write: Promotion Dept., WWL-TV, 1024 North Rampart, New Orleans, La.*

CBS **WWL-TV** NEW ORLEANS

Represented Nationally by Katz

BIG

economical

COVERAGE

4 markets with 1 film, 1 purchase, 1 billing!

west texas

television

network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.

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EASTERN SALES MANAGER .. Kenneth Cowan
ADVERTISING ASSISTANTS: Donna Trolinger, Diane Halbert.

Chicago: 360 N. Michigan Ave., Zone 1, Central 6-4115.

MIDWEST NEWS EDITOR ..... John Osbon
MIDWEST SALES MGR.: Warren W. Middleton
ASSISTANT ..... Barbara Kolar

Hollywood: 6253 Hollywood Blvd., Zone 28, Hollywood 3-3148.

SENIOR EDITOR ..... Bruce Robertson
WESTERN SALES MANAGER ..... Bill Merritt
ASSISTANT ..... Virginia Stricker

Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Broadcasting • Telecasting*
* Reg. U. S. Patent Office

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SOUND OF THE SIXTIES

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

March came in like it says:

	Average Audience Ratings*	Number of Half Hour "Firsts"*
ABC-TV	22.3	20
NET Y	20.2	10
NET Z	17.9	5

*Source: First March 24-Market Nielsen TV Report, week ending March 6, 1960, 7 nights, 8-10:30 P M, NYT.

ABC TELEVISION

HORIZONTAL
LINEARITY
B5
B6
OFF
BLO
FILM
CENTERING

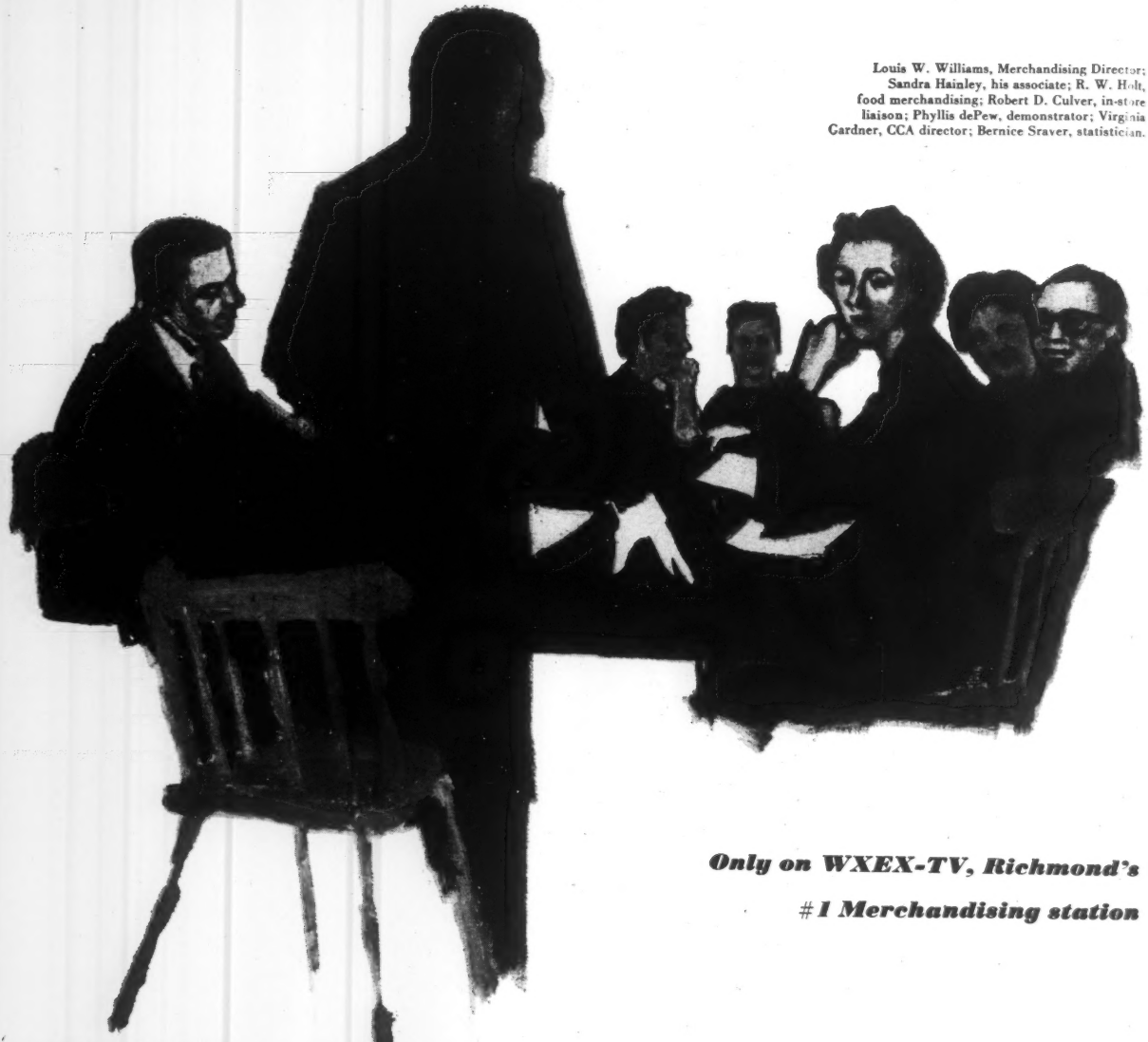
What makes it tick?

The *business* of television is as complex as the electronics that make it possible. As complex, in fact, as the public's expectations of television.

Since early January, KMOX-TV has been broadcasting a weekly experimental program called "Inside KMOX-TV." Its purpose is to foster real rapport between station and audience, leading to fuller understanding by the public of station policies, programming and problems—*and fuller continuing understanding by the station of what the public wants and expects from television.* The audience is invited to submit questions by mail (constructive criticism is welcomed!), and those questions which reflect widespread interest are answered on camera by station executives . . . frankly and forthrightly. (Sample questions: Why do the commercials appear to sound louder than the surrounding programs? Why do you no longer carry hockey? Why do you carry girdle advertising?)

Giving viewers a *look inside*, so that they will know "what makes it tick," is an attempt to stimulate broad public interest, and a sense of participation, in the affairs of the medium. Such participation can be of incalculable value in shaping television's role for the future.

CBS Owned
Channel 4, St. Louis KMOX-TV



Louis W. Williams, Merchandising Director; Sandra Hainley, his associate; R. W. Holt, food merchandising; Robert D. Culver, in-store liaison; Phyllis dePew, demonstrator; Virginia Gardner, CCA director; Bernice Sraver, statistician.

Only on WXEX-TV, Richmond's #1 Merchandising station

WXEXpeditionary force: *seven full-time merchandising specialists who give you more exposure, more push, more selling power per ad dollar because they work with the stores to move your product. Here's how: Community Club Awards. In-store food and drug displays. Demonstrations, sampling, couponing. Store window displays. Food merchandising bar. Calls on jobbers, wholesalers, retailers.*

NBC-TV Basic. Tom Tinsley, President; Irvin Abeloff, Vice President. **NATIONAL REPRESENTATIVES: Select Station Representatives** in New York, Baltimore, Washington and Philadelphia; **Adam Young** in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; **Clarke Brown Company** in the South and Southwest.

Richmond and Central Virginia

WXEX-TV NBC

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

March 28, 1960

Vol. 58 No. 13

'LAWYER'S LAWYER' NAMED TO FCC

Edward K. Mills Jr. to fill 15-month unexpired Doerfer term

He's against any form of government censorship for radio-tv

A six-foot-three, 198 lb. New Jersey lawyer, who could have had the job three years ago, was nominated last Thursday by President Eisenhower to the 15-month unexpired term of John C. Doerfer as a member of the FCC.

Edward K. Mills Jr., former mayor of Morristown, who was 54 on March 19, is the personal selection of the President. In May 1957, Mr. Mills was cleared for the FCC, to succeed George C. McConnaughey, who had resigned as chairman, but it had been his understanding that he would be given the chairmanship too. When this went to Mr. Doerfer (the man he is now about to succeed) Mr. Mills elected to continue as deputy director of the General Services Administration in Washington.

The man who succeeded Mr. McConnaughey, as a commissioner, was Frederick W. Ford, who, in this strange sequence of events, only three weeks ago took over the chairmanship from Mr. Doerfer, who resigned under fire of the House Legislative Oversight subcommittee.

Mr. Mills told BROADCASTING Thursday that, as an attorney, he is instinctively against any form of censorship.

No 'Ex-parte' • "I do feel, however," he said, "that the same standards of ethics that apply to the courts should apply in the quasi-judicial agencies, and without attempts at *ex parte* procedures."

He said he believed this to be in accord with the views expressed by Attorney General William P. Rogers, and that it is the commonly accepted approach on the part of lawyers.

Mr. Mills added he felt there could be improvement in the quality of programming without resorting to what might be construed as censorship.

Personally, he said he would like to see less violence and crime in programming and he felt this could come about, not by regulation, but by broadcaster response to public demand and reaction. The same, he said, would hold for the Federal Trade Commission in its supervision over false advertising claims.

"I favor self-regulation without formal governmental decree or edict," Mr. Mills added. "I am a neophyte in this field but philosophically I cannot conceive of government intervention in the areas of ideas and communications, which are protected by the First Amendment."

Mild Coronary • Mr. Mills resigned his GSA post as second-in-command last Dec. 21, effective Jan. 2. In September he had suffered a mild heart attack and was hospitalized for several weeks. He did not return to GSA, where he had served since May 1956. Mr. Mills told BROADCASTING that he is now fully recovered and former associates at GSA described his health as excellent.

COMMISSIONER DESIGNATE
Favors self-regulation

As second-in-command, he also did the trouble-shooting in this agency, which oversees the vast U.S. housekeeping, including all government buildings, transportation and communications service, the national stockpile and the National Archives. His GSA salary was $20,000 per annum, same as the FCC commissioners' pay.

Meanwhile, there were no indications from the Senate Commerce Committee, which must act on FCC nominations, of any effort to delay confirmation of the new appointee. With the FCC functioning with only six of its seven members, there is the possibility of tie votes on important matters. The disposition, therefore, would be to confirm promptly, particularly since Mr. Mills has an excellent background as a lawyer and administrator.

The question, however, is when the committee might be called by Chairman Warren G. Magnuson (D-Wash.) to consider nominations and other urgent business. Since the impasse on civil rights legislation began several weeks ago, no committees of the Senate other than those dealing with appropriations, have been permitted to meet.

He Has Company • Now also awaiting Senate committee consideration is the nomination of Commissioner Robert E. Lee for a new seven year term beginning on June 30, 1960. Mr. Lee was nominated last February to succeed himself, but since his term did not expire for more than four months, the committee saw no reason to hurry.

Only a policy decision by the Democratic leadership to delay approval of Eisenhower appointees in this election year could change the outlook for confirmation of Commissioner Lee and of Mr. Mills. Senator Magnuson has told BROADCASTING that he personally does not propose to hold up any confirmations.

An Eisenhower Republican, Mr. Mills has had two tours of service in the federal government. His first was during the Roosevelt administration as chief of the Opinion Section of the Civil Aeronautics Authority in 1939-40. And the second began in 1956 when he

assumed the GSA position. He was active in the 1952 Eisenhower campaign as chairman of the Morris County Citizens for Eisenhower Committee.

Edward Kirkpatrick Mills Jr., comes from old New Jersey stock, tracing his family back to Revolutionary days. He went from Phillips Exeter Academy to Princeton, from which he received his bachelor's degree in 1928; to Yale Law School, graduating with his LL.B. in 1931.

In The Bull Pen • Mr. Mills' early law work was with the Newark law firm of Pitney, Hardin and Skinner. In those junior days, he shared the "bull pen" with another New Jersey lawyer, William J. Brennan, Jr., who in 1956 was named to the Supreme Court.

Mr. Mills' early practice was in corporation law, including specialization in railroad reorganization work. In 1939, he came to Washington with the Civil Aeronautics Authority. In that position he prepared the CAA's first air mail rate and new route opinions.

During World War II, Mr. Mills flew with the Civil Air Patrol on anti-submarine missions, transferring to the Air Corps as a flight instructor and becoming an Air Transport Command pilot. He also served as planning officer at ATC and on the secretariat of two Joint Chiefs of Staff committees—on Atlantic communications and on Army-Navy air transport facilities in the Pacific. For his services he received the Air Medal. He held a commercial pilot's license with a flight instructor rating and had logged more than 1,000 hours.

He returned to Morristown after being mustered out of service with the rank of major. He joined the family law firm of Mills, Jeffers and Mountain.

In 1949 and again in 1950, Mr. Mills was mayor of Morristown. In the 1930s he had served on the board of aldermen, and had served in other civic roles. He was a director of Morristown Trust Co. and of Theobald Printing Co., Morristown.

Mr. Mills is considered by those who know him as a "lawyer's lawyer." He has had no association in the broadcasting or advertising fields. Three years ago he told BROADCASTING he had an "open mind on radio and tv" and that he likes to "marshal the facts and then reach a conclusion." He repeated that view last Thursday.

Inventor • A Mills' hobby is a serious interest in inventions. He has several to his credit, including patents on a convertible vehicle, a combination automobile, airplane and boat, and a junior pilot trainer, developed before World War II. Other inventions also are in air and automobile safety.

Mr. Mills is a member of Phi Delta Phi, national legal fraternity; Princeton's Colonial Club; the Metropolitan and Capitol Hill Clubs in Washington, and the Morristown Club. At Princeton he was on the track team (high hurdles).

Mrs. Mills is the former Shirley Burks of Brownsville, Tex. They have two daughters, Shirley Neel, 12, and Katina Slade, 10. The family resides in Georgetown, D. C. They are members of the Christ Episcopal Church.

BROADCAST ADVERTISING

15 TV NETWORK TOP ADVERTISERS

They account for 46% of total '59 billings of $673 million

The top 15 network television advertisers last year invested a combined $290 million at gross rates, or about 46% of the $673 million billed by the total of 320 advertisers who were in network tv.

Network advertisers placing in last year's top 25 list paid a minimum of $6 million each at gross rates. To place in the first 15, the advertiser's gross time charges were $10.6 million or better, in the first 6, they were $20 million or more.

This rule of thumb on network advertiser resources is based on a listing of 1959's total 320 advertisers in networking as released last week by Television Bureau of Advertising. The more than $672.3 million in tv network gross billing in 1959 represents a 10.7% gain over the 1958 total of $566.5 million (BROADCASTING, Feb. 22).

Because TvB's figures (compiled by Leading National Advertisers-Broadcast Advertiser Reports) were computed at gross (at the one-time rate), they do not reflect discounts which would reduce the totals for each advertiser. On the other hand, production costs are not included. If these were added, the individual advertiser investment would be much higher.

Top 10 • Procter & Gamble was No. 1 in network tv. It spent more than $50.2 million at gross rates, only a little less than its $50.6 million in 1958. Also in the top 10 were Lever Bros., American Home Products, Colgate-Palmolive, General Foods, General Motors, R.J. Reynolds Tobacco, Gillette, Sterling Drug and General Mills.

Comparing the advertisers' 1959 to 1958 using the gross time purchase as the base:

Lever was up nearly $11 million, American Home spent some $7.5 million more, Gillette invested about $2.5 million less, Sterling was up $3 million, P. Lorillard increased approximately $3.1 million, Bristol-Myers dropped about $3.4 million, Liggett & Myers picked up about $700,000, American Tobacco spent about $1.3 million less, Chrysler dropped $4.8 million, Philip Morris increased $3.6 million (nearly double), National Biscuit more than doubled by upping $4 million, Kellogg

TOP 25 ADVERTISERS ON NETWORK TELEVISION IN 1959: 1959 VS. 1958

RANK	COMPANY	1959	1958	RANK	COMPANY	1959	1958
1.	Procter & Gamble	$50,293,552	$50,638,647	14.	Liggett & Myers	$11,591,507	$10,849,983
2.	Lever Bros.	$32,734,955	$21,958,373	15.	Pharmaceuticals	$10,658,987	$10,173,557
3.	American Home Products	$28,109,458	$20,507,683	16.	American Tobacco	$ 9,881,440	$11,252,180
4.	Colgate-Palmolive	$22,478,524	$22,857,497	17.	Chrysler	$ 9,507,266	$14,341,471
5.	General Foods	$20,890,321	$20,733,118	18.	Philip Morris	$ 8,595,078	$ 4,967,012
6.	General Motors	$20,021,744	$20,593,366	19.	Brown & Williamson	$ 8,592,953	$ 8,250,471
7.	R.J. Reynolds	$16,123,827	$16,002,213	20.	National Biscuit	$ 7,599,142	$ 3,596,818
8.	Gillette	$13,642,174	$16,132,360	21.	Kellogg	$ 7,454,261	$10,290,885
9.	Sterling Drug	$12,975,463	$ 9,919,859	22.	Miles Labs.	$ 7,420,515	$ 4,785,393
10.	General Mills	$12,919,237	$10,790,118	23.	S.C. Johnson & Son	$ 7,125,705	$ 5,242,271
11.	P. Lorillard	$12,825,558	$ 9,791,226	24.	National Dairy Prods.	$ 6,395,377	$ 6,709,514
12.	Bristol Myers	$12,616,707	$16,072,802	25.	Standard Brands	$ 6,254,610	$ 6,144,983
13.	Ford Motor	$12,048,187	$12,561,121				

* Prepared by BROADCASTING on basis of TvB gross figures.

PEOPLE work–play–*LIVE* by RADIO!

WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

COOKING or cleaning—she listens to radio. There's no time to *stop* for magazines, newspapers or other media. Radio, and only radio, entertains her, sells her all day long!

She knows responsible, big-audience stations —like WHO Radio—give her the kind of programming she prefers. WHO Radio is *aggressive, alert, alive*—and it takes special measures to see that *each segment* of its vast audience is served with the finest in entertainment, news and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience —first place in every quarter hour surveyed —the balance being divided among 88 other stations!

See your PGW Colonel for all the details on WHO Radio—the believable, big audience station for "Iowa Plus!"

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

Standard Oil copy, like its 'Play', charms and makes friends

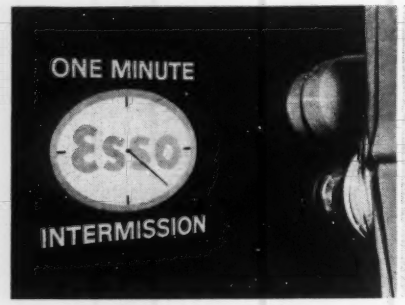
"A friendly word from our sponsor will turn up in about 45 minutes," Standard Oil host Jim Fleming tells viewers at the start of NTA's *Play of the Week*.

When it does turn up, almost mid-point in the two hour show, it's not selling gasoline but the corporate personality of Standard Oil of New Jersey. As such, it's more like a short, short subject at the movies and so relaxed that the word commercial hardly fits. It may be a clip from the company's prize documentary, "Louisiana Story," by the late Robert Flaherty. Or it could be from a cartoon by *Punch* artist Ronald Searle on man's search for energy. Sometimes it's foreign commercials and sometimes travel film clips with integrations from the International Friendship Series Standard Oil runs in several magazines.

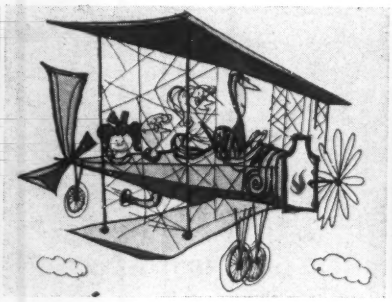
When Jersey Standard budgeted more than $600,000 to show the *Play* 13 weeks over WNTA-TV New York and WTOP-TV Washington, it was not being particularly philanthropic. The deal negotiated by David Ogilvy, president of Ogilvy, Benson & Mather, with National Telefilm Assoc. was dramatic strategy in the "public relations advertising" the agency has been practicing for its client the past two years in print.

Rescuing a poor but popular show (since sold by NTA in 24 markets) got immediate and gratifying response from viewers, who send in an average of 750 letters per week on the show, a good start for a sponsor that doesn't make anything and has nothing but an image to sell.

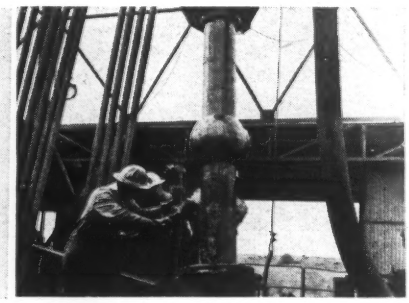
M. J. Rathbone, president of Jersey Standard, said when his company picked up *The Play of the Week* that it represented sound business. It is now at mid-point in the New York contract and a decision on another stretch is at hand. The next two weeks should tell whether Standard Oil wants to go on being the urbane host to two mass urban audiences. The play's the thing, and millions await Standard's decision.



Countdown for a silent respite.



Humor takes high tone



Subtle sell shows oil before . . .

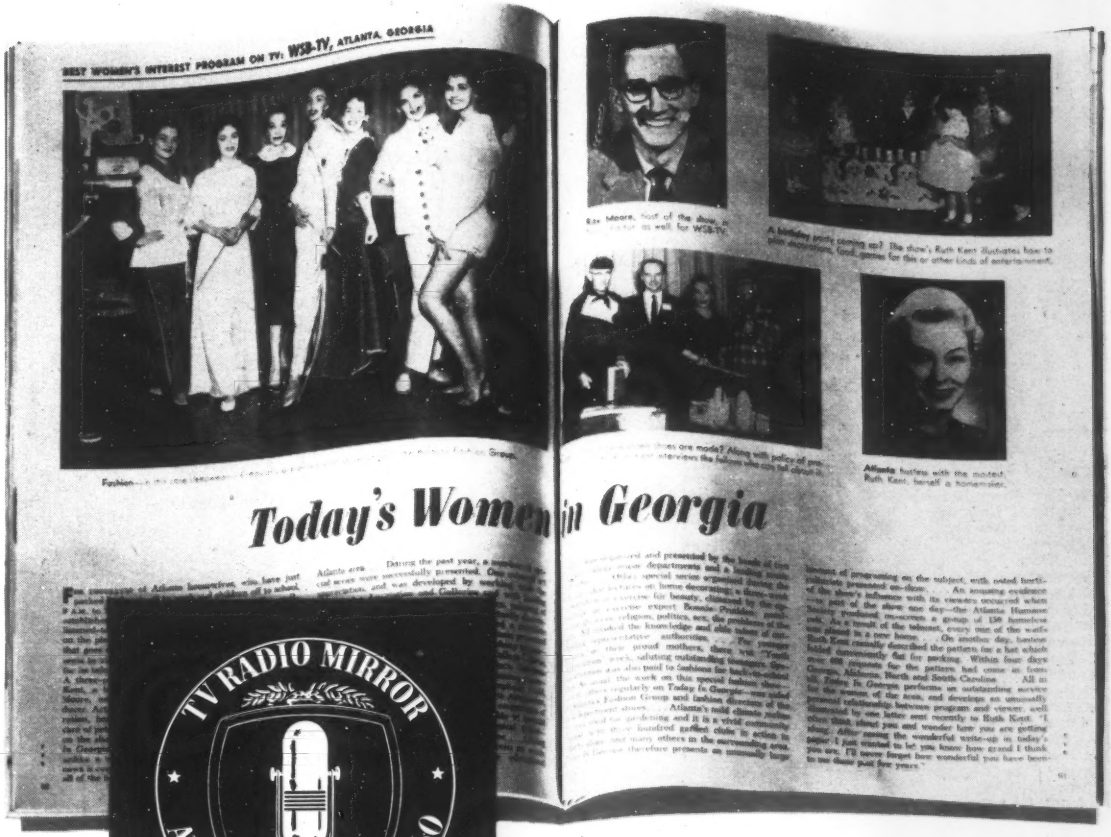
slid by $2.8 million, Miles Labs went up $2.7 million, S.C. Johnson picked up nearly $2 million.

At about the same level in both years were P&G, Colgate-Palmolive, General Foods, General Motors, R.J. Reynolds, Ford Motor, Pharmaceuticals, Brown & Williamson, National Dairy Products and Standard Brands.

Estimated Expenditures of
320 Network Television Advertisers
during 1959

(LNA-BAR: Gross Time Costs)

RANK	COMPANY	
164.	A.S.R. Products	$ 362,071
190.	Academy of Mot. Pict. A & S	221,498
163.	Adolphs, Ltd.	363,037
32.	Alberto Culver	5,140,408
187.	Allied Van Lines	235,587
197.	Aluminium, Ltd.	185,143
42.	Aluminum Co. of America	3,912,921
143.	Amana Refrigeration	500,730
296.	American Agr. Chemical	25,660
188.	American Can	226,752
242.	American Character Doll	83,275
46.	American Chicle	3,331,580
96.	American Dairy	1,209,127
254.	American Express	64,453
69.	American Gas Ass'n	1,949,286
3.	American Home Prods.	28,109,458
295.	American Luggage Works	25,897
150.	American Mach. & Foundry	454,950
155.	American Marietta	438,146
194.	American Petroleum Inst.	206,394
89.	American Tel. & Tel.	1,406,190
16.	American Tobacco	9,881,440
209.	Amity Leather Prods.	151,440
166.	Anheuser Busch	$ 343,427
36.	Armour	4,599,368
51.	Armstrong Cork	2,998,265
230.	Arnold Schwinn	108,492
313.	Artfield Creations	8,000
281.	Arvida	32,084
183.	Associated Products	260,490
94.	Atlantis Sales	1,255,175
273.	Avco	43,625
222.	P Ballantine	117,690
280.	Barclay Mfg.	33,758
28.	Bayuk Cigars	5,962,772
33.	Beech Nut Life Savers	4,839,370
130.	Bell & Howell	588,113
268.	Beltone Hearing Aid	49,124
148.	Benrus Watch	466,123
203.	Berkshire Knitting	172,737
104.	Hazel Bishop	924,510
232.	Bissell	105,503
52.	Block Drug	2,966,572
212.	Bon Ami	136,870
78.	Borden	1,626,436
241.	Borg Warner	83,977
275.	Botany Industries	42,610
198.	Boyer Internat'l Labs	181,599
98.	Breck, Inc.	1,182,380
116.	Brillo	734,612
12.	Bristol Myers	12,616,707
259.	Brown Shoe	55,099
19.	Brown & Williamson	8,592,953
200.	Brunswick-Balke-Collender	179,223
74.	Bulova Watch	1,686,676
270.	Burgemeister Brewing	46,417
255.	Burgess Vibrocrafters	63,835
297.	Burlington Industries	24,444
244.	California Prune Advis. Bd.	78,771
34.	Campbell Soup	4,766,675
174.	Canada Dry	327,800
173.	Canadian Breweries	330,007
283.	Capital Airlines	30,766
55.	Carnation	2,640,848
30.	Carter Prods.	5,468,065
293.	Channel Master	26,808
97.	Chemstrand	$ 1,190,561
62.	Chesebrough-Ponds	2,271,639
282.	Chicago Printed String	31,698
17.	Chrysler	9,507,266
253.	J.R. Clark	64,554
159.	Cluett, Peabody	418,648
162.	Coca-Cola	375,180
4.	Colgate-Palmolive	22,478,524
273.	Colorforms	116,000
218.	CBS	126,680
149.	Congoleum Nairn	460,639
110.	Consolidated Cigar	782,115
278.	Consolidated Electronics	35,566
202.	Consolidated Foods	177,808
112.	Continental Baking	776,135
262.	Coopers	53,448
37.	Corn Products	4,521,697
165	Corning Glass	345,116
219.	Coty	126,530
156.	Cracker Jack	434,721
305.	Culligan	19,440
261.	Diamond National	54,028
233.	Walt Disney	104,157
142.	Seagrams	503,350
151.	Dow Chemical	454,075
56.	Drackett	2,474,780
57.	Drug Research	2,453,349
35.	Du Pont	4,684,494
290.	Duquesne Brewing	27,689
236.	Dusharme Prods.	100,250
154.	Eastco	439,218
29.	Eastman Kodak	5,660,265
126.	Edison Electric Institute	607,219
224.	Eleanor Roosevelt Institute for Cancer Research	114,735
125.	Elgin National Watch	624,725
90.	Equitable Life Assurance	1,349,817
153.	Eversharp	451,553
239.	Ex-Lax	92,900
315.	F and F Labs	7,126
77.	Falstaff Brewing	1,634,569
64.	Firestone Tire	2,108,612
102.	Florida Citrus Com.	1,022,992



WSB-TV's Today in Georgia . . . best women's interest program on TV in the South

Housewives are the most wonderful, spendingest people! We love them, advertisers love them — and they love WSB-TV. This station's *Today in Georgia* operates on the pleasant idea that the ladies are interested in all that goes on around them. For seven years, 9-9:30 a.m., weekdays it has been the most-listened-to local women's program in the area. TV Radio Mirror's recognition of *Today in Georgia* as best in the South is shared by a host of happy advertisers. It will sell for you, too. Ask Petry about availabilities.

ATLANTA'S

WSB-TV

CHANNEL 2

Affiliated with The Atlanta Journal and Constitution. NBC affilate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

RANK	COMPANY	
13.	Ford Motor	12,048,187
286.	L.C. Forman & Sons	29,558
231.	Frito	107,720
238.	Gaylord Prods.	99,060
129.	General Aniline & Film	598,978
136.	General Cigar	550,926
304.	General Dynamics	20,475
27.	General Electric	6,194,634
5.	General Foods	20,890,321
10.	General Mills	12,919,237
6.	General Motors	20,021,744
175.	General Tel. & Electronics	327,700
122.	General Time	663,707
249.	General Tire & Rubber	70,910
272.	Genesee Brewing	44,688
92.	Gerber Prods.	1,282,149
311.	Getty Oil	14,275
8.	Gillette	13,642,174
211.	Glamorene	144,095
195.	Glidden	196,487
284.	Goebel Brewing	30,459
111.	Gold Seal	779,091
144.	B.F. Goodrich	495,160
82.	Goodyear Tire & Rubber	1,559,205
167.	Billy Graham Evangelistic Assn.	341,200
101.	Greyhound	1,038,513
277.	Gulf Guaranty Land & Title	36,771
85.	Gulf Oil	1,492,450
193.	Hagan Chemicals	207,141
103.	Hallmark Cards	1,018,794
128.	Theodore Hamm Brewing	600,461
265.	P.H. Hanes Knitting	52,190
168.	Hartz Mountain Prods.	340,325
276.	Hassenfeld Bros.	40,000
53.	H.J. Heinz	2,847,490
72.	Helene Curtis	1,733,022
215.	Hickok Mfg.	133,850
107.	Hills Bros. Coffee	873,699
121.	Hollywood Brands	675,950
132.	Hoover Co.	576,833
186.	Hudson Pulp & Paper	240,196
263.	Hygrade Food Prods.	52,981
274.	Ideal Toy	42,996
199.	Insurance Co. of North America	180,272
139.	International Parts	526,074
279.	International Shoe	35,510
299.	Jackson & Perkins	23,950
300.	Jaymar-Ruby	22,300
306.	Johns-Manville	19,440
260.	Howard D. Johnson	54,624
50.	Johnson & Johnson	3,001,115
23.	S.C. Johnson & Son	7,125,705
45.	Kaiser Industries	3,672,894
303.	Karoff	20,821
123.	Kayser-Roth	645,821
21.	Kellogg	7,454,261
120.	James S. Kemper	676,331
152.	Kendall	452,072
47.	Kimberly-Clark	3,291,632

Coty Girl on tv • Lee Meriwether, former Miss America, and now a tv and film star, has been selected as the Coty Girl. She will appear in all of Coty's tv commercials as well as drug and department store promotions. Here she receives the traditional Coty crown from Wallace T. Drew, vp and director of marketing for the cosmetic company.

ARB

ARBITRON'S DAILY CHOICES

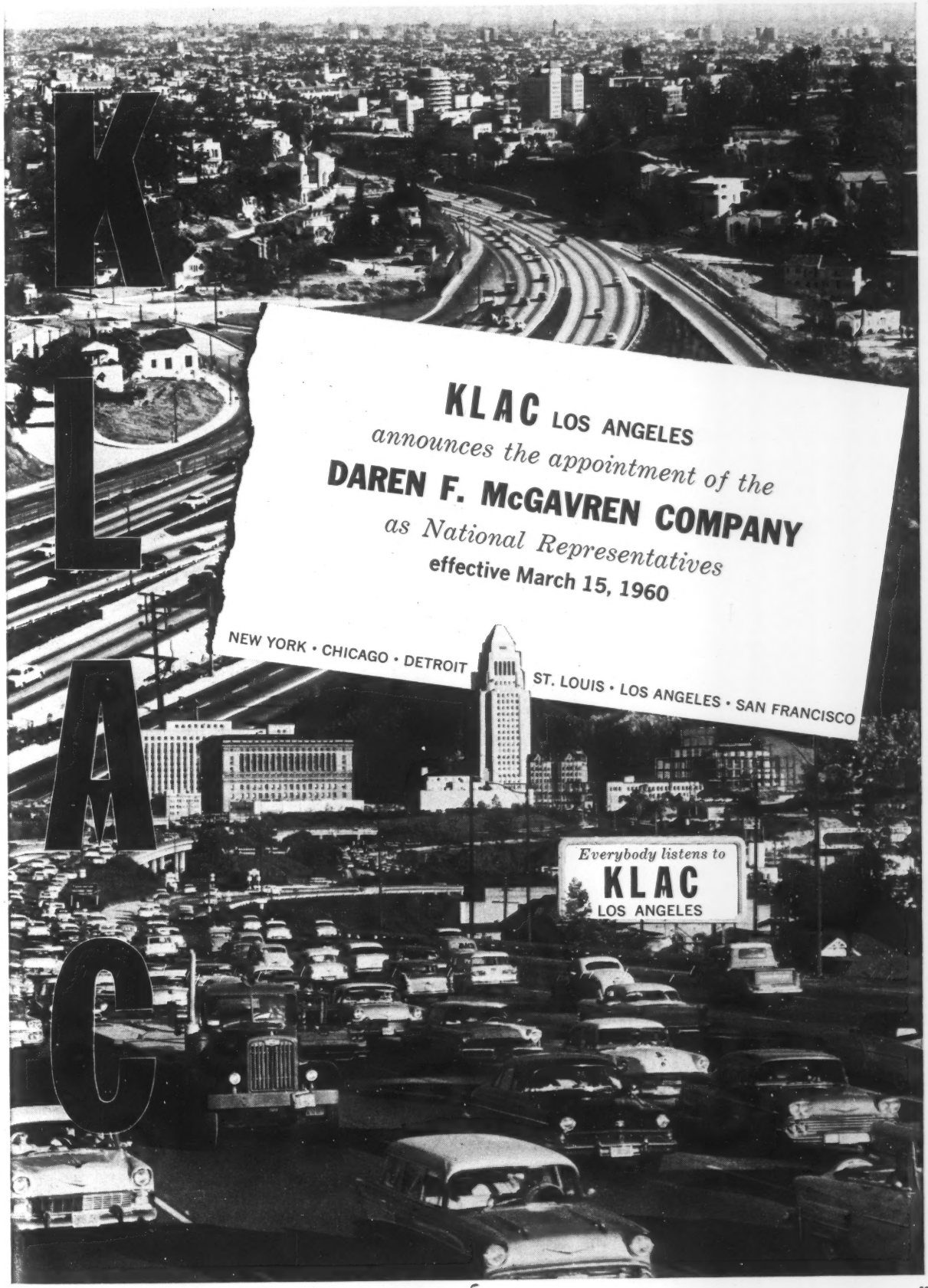
Listed below are the highest-ranking television network shows for each day of the week March 17-23 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., March 17	Untouchables (9:30 p.m.)	ABC-TV	27.8
Fri., March 18	77 Sunset Strip (9 p.m.)	ABC-TV	23.5
	Twilight Zone (10 p.m.)	CBS-TV	23.5
Sat., March 19	Jack Benny (10 p.m.)	CBS-TV	26.8
Sun., March 20	Ed Sullivan (8 p.m.)	CBS-TV	34.6
Mon., March 21	Father Knows Best (8:30 p.m.)	CBS-TV	23.3
Tue., March 22	Arthur Murray (9:30 p.m.)	NBC-TV	28.0
Wed., March 23	Wagon Train (7:30 p.m.)	NBC-TV	27.4

Copyright 1960 American Research Bureau

RANK	COMPANY	
140.	I.B. Kleinert Rubber	511,742
291.	Knapp-Monarch	27,488
248.	Lanvin Parfums	72,108
172.	Thomas Leeming & Co.	330,445
2.	Lever Bros.	32,734,955
201.	Lewis Howe	179,070
160.	Libbey-Owens-Ford	415,870
131.	Libby, McNeill & Libby	585,063
14.	Liggett & Myers	11,591,507
246.	Lincoln Nat'l. Life Insurance	73,176
207.	Lionel	159,353
176.	Longines-Wittnauer	325,236
11.	P. Lorillard	12,825,558
124.	Ludens	634,290
146.	M&R Dietetic	482,483
271.	Magnus Organ	45,552
145.	Manhattan Shirt	487,504
204.	Maremont Automotive	170,294
80.	Mars	1,616,994
184.	Louis Marx	249,845
71.	Ferguson Massey	1,789,730
109.	Mattel	801,740
157.	Maybelline	433,734
256.	McGraw-Edison	57,930
269.	McGregor-Doniger	48,138
84.	Mennen	1,500,051
99.	Mentholatum	1,166,418
301.	G. Merriam & Co.	21,332
22.	Miles Labs	7,420,515
114.	Miller Brewing	752,840
147.	Minnesota Mining & Mfg.	466,730
235.	Minute Maid	101,531
119.	Mogen David Wine	694,230
214.	Monsanto Chemical	134,491
79.	Mututal Benefit Health & Accident	1,622,120
20.	National Biscuit	7,599,142
181.	National Brewing	298,481
24.	National Dairy	6,395,377
177.	National Grape Co-op Assn.	321,940
180.	National Presto Industries	306,296
66.	Nestle	1,980,761
196.	Niagara Therapy	189,938
161.	North American Philips	401,352
206.	North American Van Lines	169,220
229.	Northam Warren	108,750
81.	Noxzema	1,599,594
294.	Ohio Oil	26,111
220.	Old London Foods	123,820
83.	Olin Mathieson	1,549,932
243.	John Oster	80,970
170.	Outboard Marine	332,542
208.	Palm Beach	151,818
312.	Paper Novelty	12,990
307.	Paramount Pictures	18,738
60.	Pet Milk	2,327,620
141.	Peter Paul	510,582
15.	Pharmaceuticals	10,658,987
179.	Philco	306,348
18.	Philip Morris	8,595,078
117.	Phillips-Van Heusen	723,512
39.	Pillsbury	4,222,514
287.	Pioneer Industries	29,029
70.	Pittsburgh Plate Glass	1,871,109
73.	Polaroid	1,716,474
138.	Polk Miller Prods.	544,686
237.	A.H. Pond	99,560
1.	Procter & Gamble	50,293,552
44.	Prudential Insurance	3,776,169
91.	Purex Corp.	1,313,718
308.	Puritron	16,084
54.	Quaker Oats	2,810,056
43.	Radio Corp. of America	3,841,836
289.	Rainbow Crafts	28,000
38.	Ralston Purina	4,414,520
171.	Realemon-Puritan	331,547
185.	Reardon	245,600
251.	Reddi-Wip	66,244

RANK	COMPANY	
234.	Remco Industries	103,275
86.	Renault	1,431,689
40.	Revlon	4,216,914
127.	Rexall Drug	604,750
49.	Reynolds Metals	3,018,540
7.	R.J. Reynolds	16,123,827
75.	Harold F. Ritchie	1,684,020
250.	Rock of Ages	70,569
135.	Sandura	551,814
292.	Savings & Loan Foundation	27,464
213.	Schenley	136,379
76.	Schick	1,649,417
88.	Schlitz Brewing	1,410,407
317.	S.A. Schonbrunn & Co.	6,375
41.	Scott Paper	4,100,596
68.	Sears, Roebuck	1,964,691
87.	Seven-Up	1,419,930
298.	Shakespeare	24,263
205.	Frank G. Shattuck	170,233
221.	W.A. Sheaffer Pen	119,960
226.	Shell Oil	112,185
118.	Shulton	699,514
302.	Henry I. Siegel Co.	21,080
217.	Sinclair Oil	127,050
63.	Singer Manufacturing	2,114,355
257.	Smith, Kline & French Labs	55,625
100.	Socony Mobil Oil	1,139,832
316.	South Penn Oil	6,893
106.	Speidel	898,870
58.	Sperry Rand	2,427,951
137.	A.E. Staley Mfg.	545,615
25.	Standard Brands	6,254,610
314.	Standard Oil of California	7,500
158.	Standard Oil of Indiana	424,573
108.	Standard Oil of New Jersey	839,069
320.	Standard Oil of Ohio	3,118
309.	Stanley-Warner	14,570
134.	State Farm Mutual Automobile Insurance	562,429
9.	Sterling Drug	12,975,463
216.	Sterling Silversmiths' Guild of America	131,182
189.	Sterns Nurseries	225,658
169.	Stokely-Van Camp	333,086
247.	Stroh Brewery	72,566
264.	Structo Manufacturing	52,280
133.	Studebaker-Packard	568,524
65.	Sunbeam	2,050,161
95.	Sunshine Biscuits	1,223,966
67.	Sweets Co. of America	1,969,350
61.	Swift	2,301,794
245.	Syntex Chemical	73,588
26.	Texaco	6,198,830
318.	Time Inc.	5,261
252.	Travelers Insurance	65,750
178.	U.S. Brewers Foundation	311,325
48.	U.S. Steel	3,225,820
115.	U.S. Time	745,500
105.	Union Carbide	941,291
240.	Union Oil of Calif.	85,199
285.	United Air Lines	30,156
113.	Van Camp Sea Food	767,704
93.	Vick Chemical	1,272,741
192.	Vitamin Sales	210,655
319.	Volkswagenwerk	4,632
258.	E.R. Wagner Mfg.	55,615
266.	Wander Co.	52,000
227.	Ward Baking	111,470
59.	Warner Lambert	2,362,794
310.	State of Washington	14,388
225.	Watchmakers of Switzerland	113,085
288.	Weather Proof	28,157
228.	Wembley	110,964
31.	Westinghouse Electric	5,166,205
191.	Stephen F. Whitman & Son	212,409
182.	Williamson Dickie	292,640
267.	Wyler & Co.	52,000
210.	W. F. Young	146,999


K
L
A
C
KLAC LOS ANGELES
announces the appointment of the
DAREN F. McGAVREN COMPANY
as National Representatives
effective March 15, 1960
NEW YORK • CHICAGO • DETROIT
ST. LOUIS • LOS ANGELES • SAN FRANCISCO
Everybody listens to
KLAC
LOS ANGELES

RADIO SELLING POWER AIRED

RTES hear advertisers praise, not bury

Radio received some advertiser bouquets at a Radio & Television Executives Society roundtable in New York last week. The donors want only one favor in return: more research.

Advertisers who detailed spot and network radio successes were D.C. Marschner, sales promotion and advertising manager of Shell Oil; Marguerite West, advertising media manager of Scott Paper, and Albert Richardson, advertising vice president of Chesebrough-Pond's. Media representatives were George Arkedis, network sales vice president of CBS Radio, and Maurice McMurray, national sales director of Storer Broadcasting stations. The panel was chaired by Al Shepard, sales manager of Select Station Representatives.

Radio's selling points, all agreed, are cost efficiency, frequency and breadth of exposure, merchandisability and flexibility. One speaker cited an advertising sales cost of a cent on the dollar for a seasonal radio promotion.

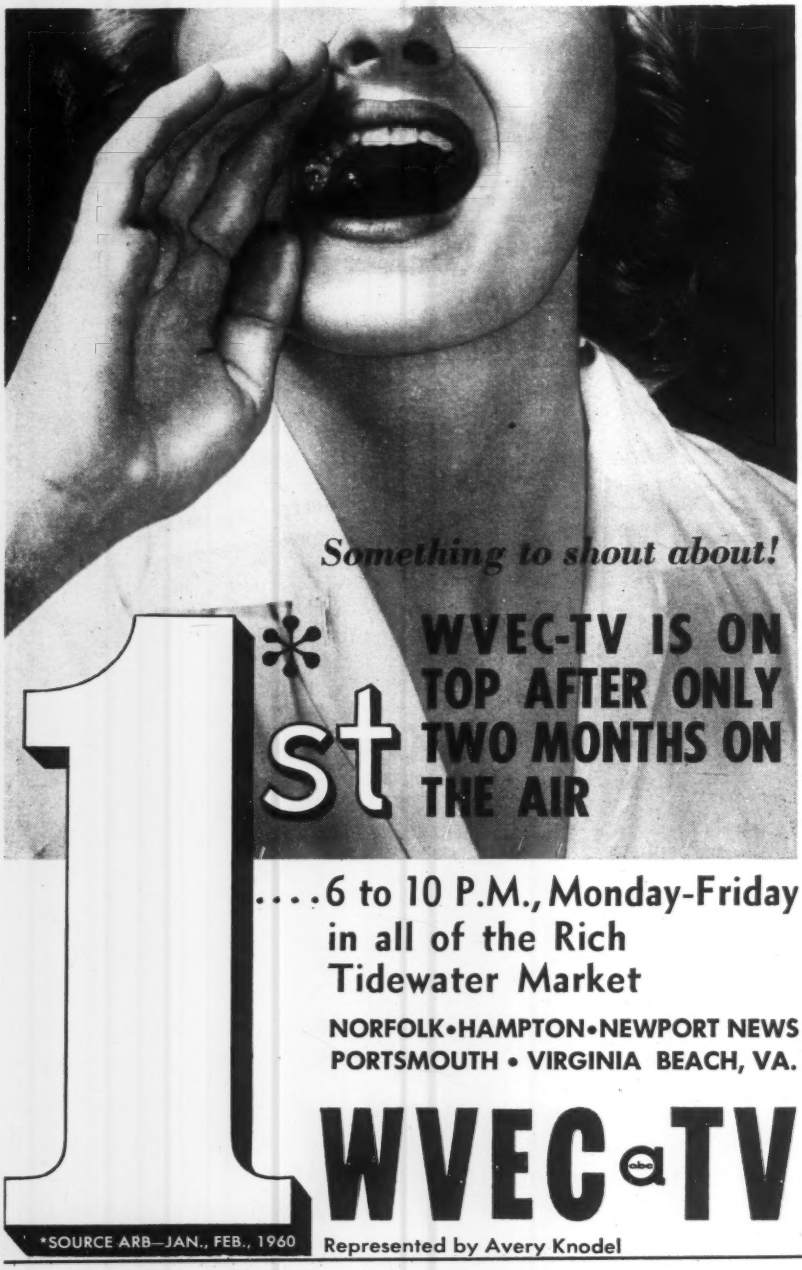
Shell's ad chief told how only radio can hit buyers with a sustained message at a time they will buy, while they're on the road. He's unhappy, however, that radio has "failed miserably" in counting this moving audience. Mr. Marschner's own estimate is 42 million, which is higher than some other guesses that have been made. Shell, he said, likes radio because it delivers millions of summer motorist impressions at saturation frequency at the lowest unit cost (except for outdoor, which gives only fleeting exposure), because it complements themes used in other media, reaching people other media cannot and because it can be used flexibly on Shell's seasonal plan of scheduling announcements in flights.

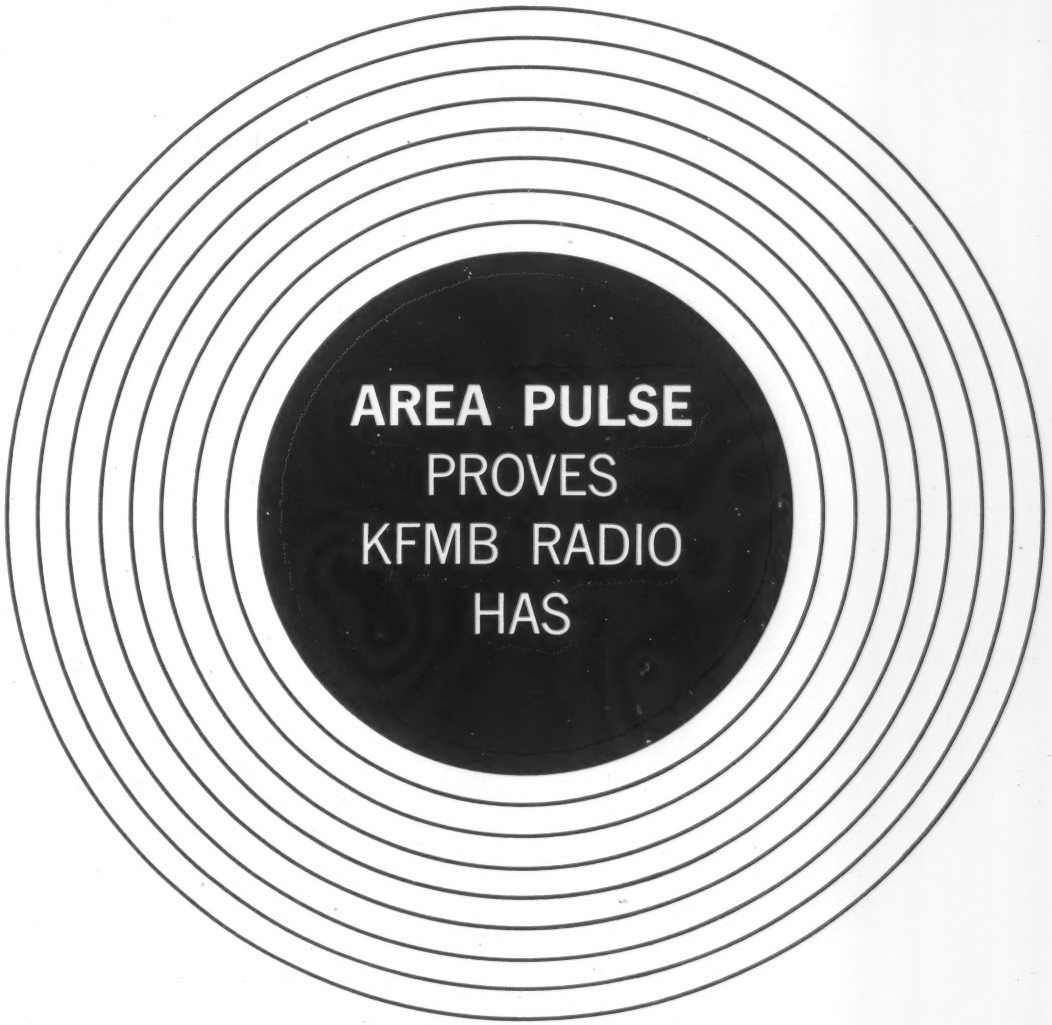
Beforehand Success • Mr. Richardson of Chesebrough-Pond's told how the CBS Sunday night hour, *Holiday With Chevalier*, was a success before it ever went on the air last fall. For less than $30,000, and with merchandising help from the network, the advertiser found it a bargain in terms of dealer displays and new accounts. He told, too, how radio spot accomplished the tricky job of selling the idea of grooming with Vaseline hair tonic to the teenage market. Mr. Richardson said that in cost-per-thousand-homes-reached, radio is more efficient now than ever. But it has to improve its research, now that it's "no longer hanging on the ropes of bankruptcy," he said.

Scott's Miss West commended radio for special brand promotions, telling how Cutrite has used combination network-spot the past two years to sell waxed paper to the picnic trade. The cost: $1 for each $100 of sales. Scott, she said, finds local merchandising aspects of radio very valuable. The third Cutrite summer campaign is now on the planning boards.

CBS' Mr. Arkedis deplored the fact that young admen have grown up in the last 10 years in a television era and haven't learned the sales power of radio, a medium that's "not fashionable but dependable; it sells." He played a series of tapes of radio's great selling personalities who have stayed in the medium over the years and listed the blue-chip faithfuls among advertisers. One was Wrigley, which has been selling chewing gum on radio for 32 years and is increasing its budget this year, he said. Mr. McMurray of Storer said radio is coming into its own in the Space Age. He agreed with radio customers that the onus is on media to provide the research they ask.

Janey Murphy, Lawrence C. Gunbinner timebuyer, during floor discussion asked for help in showing clients that radio can work for them in slots other than "traffic" hours.


Something to shout about!
1st*
WVEC-TV IS ON TOP AFTER ONLY TWO MONTHS ON THE AIR
....6 to 10 P.M., Monday-Friday in all of the Rich Tidewater Market
NORFOLK•HAMPTON•NEWPORT NEWS
PORTSMOUTH • VIRGINIA BEACH, VA.
WVEC-TV
*SOURCE ARB—JAN., FEB., 1960
Represented by Avery Knodel



THE BIGGEST AUDIENCES* IN FOUR** SOUTHERN CALIFORNIA COUNTIES, BURSTING WITH NEARLY 2,000,000 PROSPEROUS PEOPLE***!

*Pulse Area Survey, Nov., '59 **San Diego, Riverside, Orange, Imperial ***Sales Management Survey, May, '59

KFMB RADIO CBS SAN DIEGO

A TRANSCONTINENT STATION

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

SHOP EARLY FOR NETWORK TIME

K&E says delay fatal for pick of fall tv network lineup; availabilities going fast

The danger to an advertiser who delays his early buying decision is to lose a choice program spot in the advance lining up of network fall schedules. This was explained last week in an intra-agency seminar held in New York for Kenyon & Eckhardt marketing supervisory executives from branch offices.

K&E, which held two identical briefings during March, had a session on tv programming last Thursday. Handling the programming briefing for the agency were Stephens Dietz, group vice president, marketing services; James S. Bealle, tv-radio vice president; Marv Antonowsky.

On programming: Availabilities for the new tv network season are going faster and earlier than ever before. For the current season 27% of prime time availabilities (night time programs) on the networks were committed to advertisers as early as the end of February, 1959; for the next season (1960-61) 33% of the availabilities were committed at the end of last month. (By March of last year 51% of the '59-'60 season was sold, 75% by April and 87% by the beginning of July.)

On programming trends: Westerns continue to get the highest ratings, but the gap over other program types is narrowing considerably; specials this season have gone down in ratings and in audience share; mystery and drama have about average appeal in metropolitan areas.

On the networks generally: The three tv networks are dividing "ratings" fairly equally between them.

Advertiser Policy • The advertiser in network today must have a "long-range TV policy," it was observed, and often the client may have to line up his network TV long before he's scheduled media allocation of budget.

McGannon criticizes disparaging ads

The practice of "ad-vilification" in which some advertisers disparage their competitors and competing products drew criticism last week from Donald H. McGannon, president of Westinghouse Broadcasting Co.

The outgoing chairman of the NAB Television Code Review Board also scored the excesses of blatant, repetitive radio commercials ("ad-verbosity") for which, he said, national and local advertisers must share responsibility with broadcasters.

Mr. McGannon addressed the monthly luncheon meeting of the Chicago Broadcast Adv. Club last Wednesday. He reiterated the belief that current Washington probes carry implications in advertising far beyond those already charged against broadcast programming. He also cited the Roper survey ranking false advertising claims among serious moral problems.

Discussing the relative impact of broadcast and print media messages, Mr. McGannon stressed that radio-tv advertising demands greater skill, more intense appraisal of consumer reaction and a high degree of "ad-verity" or truth. Despite criticism, he noted, broadcast advertising compares favorably with other media.

Mr. McGannon suggested that consumer reaction to dramatic ad presentations "has never been sufficiently explored since the onset of television." He also felt there is need for a "brand new look" at audience composition in terms of sensitivity to advertising and programming, at "our own images as broadcasters and advertisers" and at voluntary efforts to creative guideposts for improvement.

Noting plans for expansion of tv code review board activities in New York and Hollywood, Mr. McGannon also reported that in time, if budgets permit and conditions justify, a Chicago code office may be opened.

Detergent market tv-made, report says

The heavy-duty household liquid detergent business represents "the market that tv built," according to the Television Bureau of Advertising.

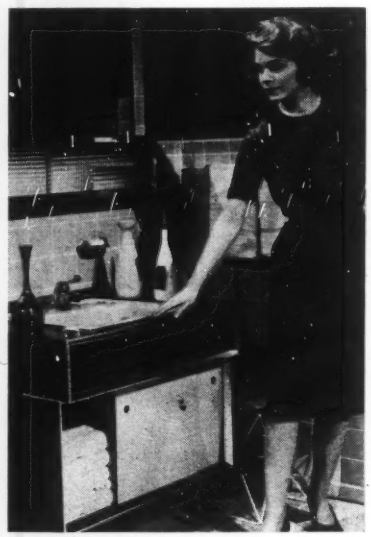
TvB documented its claim in a report last week that pointed out that these products were "virtually unknown five years ago," and today represent one of the major advertising classifications on tv. Gross time billings for six of these detergents exceeded $35 million in 1959, more than double the amount in 1958.

The bureau noted that figures supplied by TvB-Rorabaugh (spot tv) and leading national advertisers-broadcast advertiser reports (network) show that Adell Chemical Co. (Lestoil) spent more than $17.2 million in tv in 1959, compared with almost $12.4 million in 1958. Other tv expenditures for leading detergents: Procter & Gamble (Mr. Clean), $7.6 million in 1959 against $421,000 in 1958; Texize Chemical Co., $4.6 million in 1959 against $3.6 million in 1958; Lever Bros. (Handy Andy), $4.1 million in 1959 against $740,000 in 1958. TvB said that other detergents, including Colgate-Palmolive's Genie and S.C. Johnson's Bravo and Barcelona also have been active tv advertisers.

TV PREVIEW . . .

Steel 'tours' • U.S. Steel has taped five new tv commercials to feature its new "home modernization" program that promotes home products made of steel. The steel company estimated the commercials starting late this month and continuing in April on *U.S. Steel Hour* and the daytime *I Love Lucy* shows on CBS-TV would reach respectively a potential 24 million viewers in 134 markets and a 4.5 million audience in 77 cities.

The commercials, produced by BBDO, were taped at Video Tape Productions, New York. One of the commercials, which runs 2½ minutes, presents a "tour" of a home with spokesmen pointing out various steel-made products (see picture). The BBDO production team on the commercials: Jack Zoller, executive producer; Tom Buscemi, producer, and Jim Huff, writer. Jack Brandt, Steel's "spokesman," and model Millette Alexander were cast in the "building products" commercial.



4
food chains MUST be right about WDAY-TV!

Every important food chain in Fargo uses *big time* on WDAY-TV — on a year-'round basis!

This does more than confirm the judgment of the large *national* advertisers who use WDAY-TV. Because these big *local* advertisers don't have to depend on ratings, coverage maps or other printed material that may or may not tell the whole story of any station's effectiveness. These local advertisers *know* their market and its preferences. They just simply *can't* be wrong.

PGW has all the facts. Ask your Colonel!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

•

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

•

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

•

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

CBS' CLOSER AGENCY CONTACT

Sales group reorganizes for tape liaison

CBS Television Productions Sales is reorganizing its staff in order to establish and maintain closer liaison with advertisers and agencies on the creation and production of taped commercials.

The realignment, which takes effect in a few weeks, calls for the assignment to each agency of a specific contact in the various categories of CBS Television Production Sales' services. For example, each agency will be assigned an account executive, a producer, a unit manager and a designer. An effects service supervisor and quality control engineers will be assigned to each individual commercial production.

The net effect of this move, according to Tom Judge, director of the CBS unit, is "to assure the agency of the availability of an expert in each area who becomes increasingly knowledgeable of agency policies, practices and creative philosophy, as revealed through successive commercial production projects." The approach, he said, enables the CBS account executive to familiarize the agency account man with the concept of tape and the CBS producer to work out the creative interpretation of the commercial so that it coincides with that of his agency counterpart.

SHULTON'S 'RACE'

Network reject to run on 110 stations

Shulton Toiletries proved last week that it's possible to place a television program in prime evening time on a national basis—without depending on existing networks. The company, which had tried without success to sponsor the hour-long *Race For Space* on a network, found 150 stations which indicated they were willing to clear prime evening time including, in some cases, pre-emption of network shows. Shulton expects to use about 110 stations to carry the program at some nighttime hour during the week of April 24-30. The package was reported to involve more than $300,000 in time, talent and other expenses.

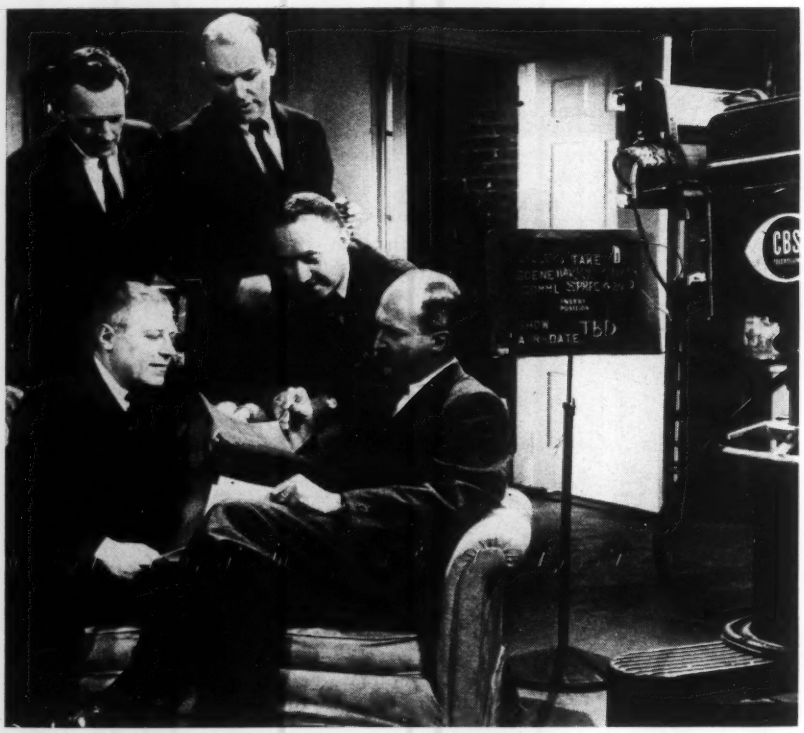
The Success • This special "network" coupled with similar though much more limited break-throughs in placing special programs in prime time on a spot basis recently, prompted speculation as to how seriously, if at all, the area of network option time was being invaded.

Network officials maintained that they were encountering no more difficulty than usual in getting clearances. They pointed out that stations might be (1) scheduling these special shows in periods outside of network option hours or (2) putting them in periods which, for them, are open because they were not ordered by the network sponsor.

It was clear from a partial list of the Shulton stations, however, that this was not universally the case. The limited schedule available last week plainly showed that in some important markets *Race For Space* was slotted on network affiliates at times when they would normally be carrying network shows.

Other spot specials which have invaded high-audience viewing times in recent weeks include *Way Back in 1960,* an hour-long program sponsored on some 70 midwest stations earlier this month by the Gamble-Skogmo store chain (BROADCASTING, Feb. 22); WNTA-TV New York's *Play of the Week,* which currently is being seen on some two dozen stations, and several special one-shot documentaries that have been sold in from 24 to 58 markets. BBDO, agency which cleared *Way Back in 1960,* said that six network programs on an undetermined number of stations were pre-empted by that purchase. Reports on placement of *Play of the Week* indicate many stations are moving the two-hour property around their schedules as best they can, avoiding pre-emptions if possible and if necessary holding them to minimums.

Shulton and its agency, Wesley



McCann's own • A Spree commercial for McCann-Erickson is worked out on the set by the agency supervisor and the CBS Tv Production Sales team set up to work with him. Representing M-E is Robert Dall'Acqua, director of television and radio commercial production (seated right). Conferring with him are Lou Tedesco, CBS producer (seated left) and (standing, l to r) Robert Foster, account executive; George Snowden, unit manager, and Robert Bleyer, director representing the CBS Television Production Sales Division.

Move postponed

Advertising Federation of America announced last week it had postponed its plans to move AFA headquarters to Washington this year. Officials said the importance of convenient liaison between AFA and other New York organizations in developing better self-policing procedures made it desirable that AFA headquarters remain in New York "for the moment." They also noted that the AFA branch office in Washington was already operating as a successful Capitol listening post for AFA members.

INTRODUCING...

The new WTCN Gopher Twins. They'll Bring you Exciting News of WTCN in the months ahead.

Watch for the WTCN gopher twins... call your Katz man for availabilities in the Twin Cities on WTCN radio and television.

TWIN CITIES

wtcn TELEVISION AND RADIO

ABC STATIONS FOR MINNEAPOLIS · ST. PAUL

Represented Nationally by the KATZ Agency

IMN-PACT

WITH THE

Inter Mountain Network

PRODUCT-MEDIA-AGENCY
THE IDEAL COMBINATION

•

A Great Advertising Agency
Sullivan, Stauffer, Colwell and Bayles
Buys A Great Advertising Medium
(INTERMOUNTAIN NETWORK)
To sell
Pall Mall Cigarettes
for
American Tobacco Co.

YOU too will get the GREATEST SALES results when you use —

Intermountain Network

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

Assoc., admittedly had several things going for them that made it easier to clear *Race For Space* than might ordinarily be the case. One is simple business appeal: If a station had to choose between *Race* and clearing for a network show, *Race* would win on an economic basis because the station would receive 100% of its rate for the time period, rather than sharing revenues with the network.

Another advantage: publicity. Producer Dave Wolper and Shulton had received abundant editorial sympathy from radio-tv columnists across the country after the networks turned down the show.

Another was a tempting re-run opportunity offered by Shulton. It works this way: If a station clears for the original broadcast, it can then purchase the re-run rights from Shulton for sale to a non-competitive local sponsor, keeping all revenues from the re-run. Shulton would then purchase from the station a number of spots equivalent to the amount the station pays for the re-run rights. (This figure would vary from market to market.)

Space dog • A Russian scientist prepares a dog for a trip into space. This is part of exclusive Russian film footage included in *The Race for Space* documentary.

Still another advantage was the personal advocacy of Fred Thrower, general manager of WPIX (TV) New York, and Dick Moore, general manager of KTTV (TV) Los Angeles. A telegram over their signatures was sent to all the stations from which Shulton wanted availabilities. It advised the stations that both WPIX and KTTV were taking the show and urged their colleagues to do the same, citing their opinion of the worthiness of the offering, the built-in public relations advantages of the show and the "re-run opportunity."

Wesley's experience in clearing stations for *Race* was encouraging to that agency. It requested availabilities from 140 stations; it got them from 150, the others having heard of the offer via the grapevine. Not only that, but for the week in question (April 24-30) most stations were able to offer from two to five full hour clearances in the 7-11 p.m. bracket desired. Logically, more availabilities would have been possible for a half-hour show.

Shulton decided to syndicate the show itself, paying extra for separate film prints, after the three networks refused it on grounds that it is policy to produce their own news and public affairs programs.

Shulton President George L. Schultz, announcing the spot purchase, said, "We felt it was important that this film be put before the American public at this time. Therefore, despite the networks' refusal to air the program, we have gone to tremendous effort and expense to schedule it." He said the job was accomplished by Shulton Vice President Frank N. Carpenter, Charles Amory, account executive of Wesley Assoc. and Mr. Wolper.

• Business briefly

Time Sales

Member of wedding • Frigidaire Div. of General Motors will sponsor NBC News coverage of the royal wedding of Princess Margaret Rose to Antony Armstrong-Jones in three special programs on NBC-TV. The three telecasts as tentatively scheduled: *The Princess and the Photographer* (Thur., April 21, 10:30-11 p.m. EST); *The Royal Wedding, Part 1* (Fri., May 6, time to be announced), and *Royal Wedding, Part 2* (Fri., May 6, 7:30-8:30 p.m.) Producer: Louis Hazam. Frigidaire's agency: Dancer-Fitzgerald-Sample, N.Y.

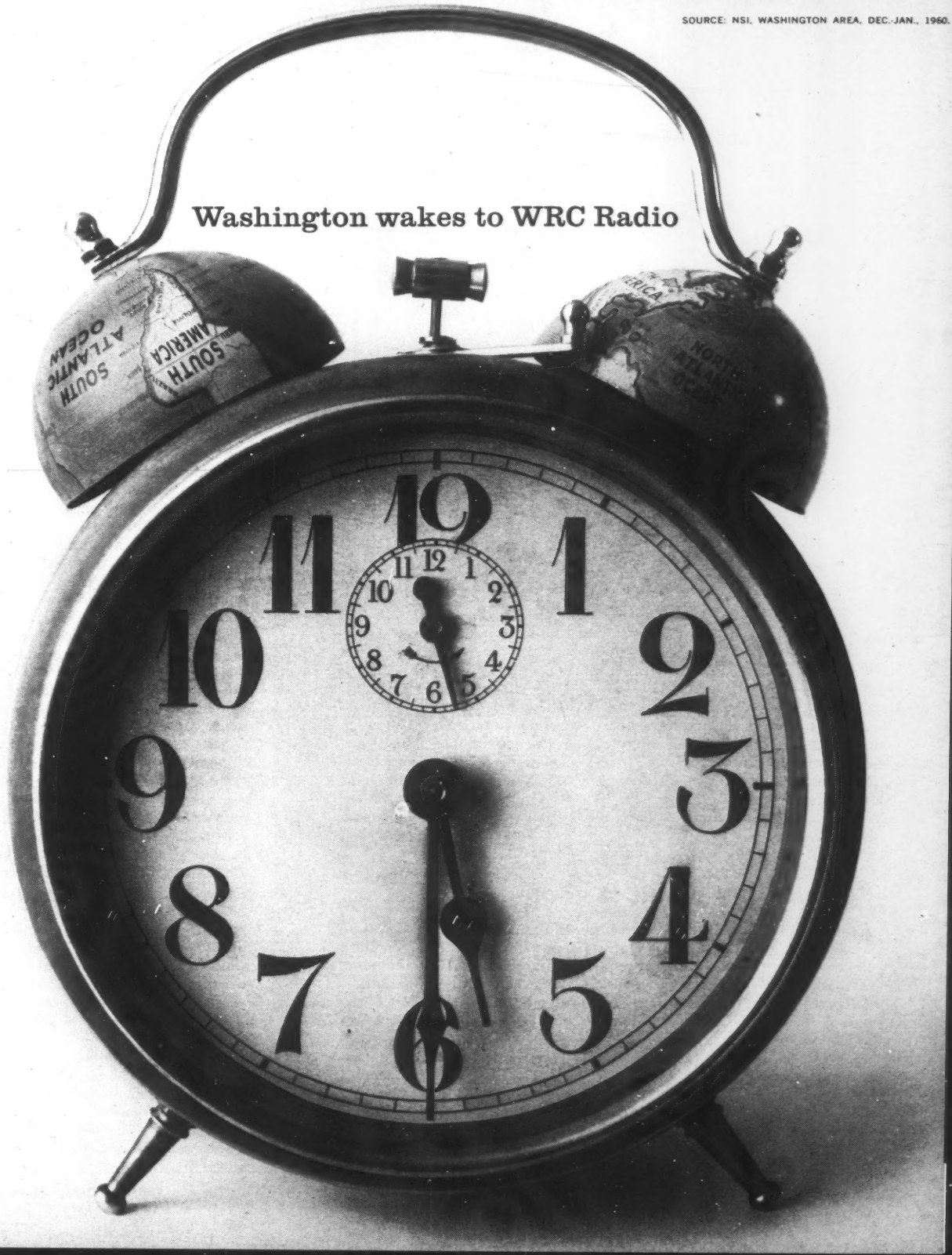
Have a ball! • Guild Wine Co., Lodi, Calif., is launching a spot radio campaign in 38 markets in New England, New York, the Midwest and Pacific Coast to promote its new copy theme: "Enjoy Guilding, it's a ball." The same motif will be stressed in print advertising. Agency: Compton Adv., San Francisco.

On the links • American Express Co. (Benton & Bowles) and Travelers Insurance Co. (Young & Rubicam) will cosponsor coverage of the Masters Golf Tournament at Augusta, Ga., on CBS Radio and CBS-TV. Radio broadcast schedule: 5:46-6 p.m. April 7 and 8; 6:05-6:30 p.m. April 9; 2:30-3p.m. and 5-5:30 p.m. April 10. The proposed schedule for tv is 5-6 p.m. April 9; 4-5:30 p.m. April 10.

From 5:30 to 10:00 a.m., WRC's Al Ross gives Washington listeners what they want. Ross' early morning music and news program, "Your Timekeeper," consistently attracts the largest morning audience in the Capital area. And WRC goes right through the day providing the special sounds of local news, adult music, regular traffic and weather checks . . . plus . . . nation-wide and world-wide reports from the largest broadcast news organization in the world. Result: WRC delivers the buying public throughout the metropolitan coverage area. The Capital wakes . . . and stays . . . with WRC because WRC is tuned to **THE SOUND OF THE SIXTIES!**

WRC · NBC OWNED · 980 IN WASHINGTON, D. C. · SOLD BY NBC SPOT SALES

SOURCE: NSI, WASHINGTON AREA, DEC.-JAN., 1960.



BITTER COMPLIANCE TO FCC NOTICE

But 'plugola' opinion brings sharp industry responses

Stunned broadcasters last week resignedly began complying with the new FCC interpretation of what constitutes a commercial program and at the same time industry forces rallied to force a reconsideration of the FCC notice.

Compliance with the new look, issued March 16 (BROADCASTING, March 21), ran an erratic course.

As the week drew to a close many stations either ditched all free records from their air, or followed instructions by announcing they had been supplied gratis by manufacturers or distributors.

A campaign to have the document stayed or reissued in another form—to permit it to be attacked or clarified—was mounted early last week.

NAB on Wednesday filed a formal petition with the FCC asking that the new look in identifications be stayed and that further proceedings be instituted so that broadcasters could legally comment.

CBS on Tuesday asked that the interpretations be incorporated in the pending payola rule-making case and that the industry be invited to comment.

NBC asked that the commission institute general rulemaking on the subject so that comments could be filed.

An emergency meeting of the executive committee of the Federal Communications Bar Assn. was called for Friday by FCBA President Frank U. Fletcher.

Phones Busy • The FCC and Washington lawyers were flooded with telephone calls from furious station operators seeking clarification and interpretations of the FCC notice.

Broadcasters' spleen was directed at the FCC action which overturned 30 years of broadcast practice virtually without warning.

Adding choler to their anguish was the fact that broadcasters would be required to follow a purity in practices which is not required of any other business enterprise.

As the week ended, no action was reported from the FCC. The commission sat Thursday on regular agenda items. It had held no meeting on the regular Wednesday meeting day because of the absence of two commissioners.

Although the FCC notice carried no effective date, which presumed the interpretations were effective immediately, it was learned that the commission has no intention of instituting proceedings against stations which did not fully comply at the opening of business March 17. A reasonable length of time to revise practices will be allowed, an FCC source said.

No special enforcement program is contemplated, this same source stated. The normal procedures will be followed. These are based on the investigation of complaints and a check of stations' renewal applications by the staff.

NAB's petition was filed at the order of its three-man policy committee. The committee met March 21 in Washington. It is headed by Clair R. McCollough, Steinman Stations, and includes G. Richard Shafto, WIS-AM-TV Columbia, S.C., and Merrill Lindsay, WSOY-AM-FM Decatur, Ill. The committee was formed to direct NAB policy following the death of NAB President Harold E. Fellows.

The committee issued a statement explaining the FCC notice "has caused consternation within the industry" because long-established practices have suddenly been upset. Constant, repetitive announcements will be required during recorded programs, it was explained, and the selection of music would be restrained. The committee insisted receipt of free records doesn't limit a station's musical objectivity.

A "petition for further proceedings" was filed March 23 by Douglas A. Anello, NAB chief counsel. The petition noted the "sweeping nature" of the document and its serious impact on "established and unquestioned practices" in broadcasting. Affected parties should have a chance to comment on possible changes and the basis for the action, it was stated.

NAB emphasized the confusion over the term "consideration," citing legislative history and reviewing the recording industry's practices in providing records free or at a nominal charge. "Specific rulemaking proposals" are warranted, NAB concluded.

Networks Ask Rule-making • CBS declared that the commission's notice does not clarify the situation and "goes beyond the intent and purpose of Sec. 317." If the announcements are required, the network said, "extensive changes" may be required in the regular operation of broadcast stations and networks. "It is doubtful," CBS said, "that such changes are called for in the interest of good broadcasting".

The network stated that the March 16 document involved a "substantial" alteration of present rules and asked that it be included in the present payola proceeding (see page 66) so that comments can be filed.

NBC termed the March 16 interpretations "novel" and different from previous interpretations of Sec. 317. It requested a general rulemaking so that licensees might discuss the items.

Broadcasters, meanwhile, in great

FCC should admit it goofed . . . . . AN EDITORIAL

IT should be abundantly clear to the FCC that it went too far in its March 16 effusion on sponsor identification. It has thrown broadcasters into confusion. It threatens licensees without adequate warning or notice.

There appears to be no legal recourse other than an appeal to the FCC's sense of fairness and justice, since it did not issue an order. The disputed document is a 2,500 word "interpretation" vague in some areas and mercilessly specific in others.

The NAB and others in timely fashion have asked the FCC to reconsider. They ask that the memorandum be stayed pending rulemaking proceedings to clarify and modify the interpretations.

Certainly the FCC should recognize that there is need for clarification. An action as far-reaching as this memorandum should be subjected to the established procedural processes. The slightest change in a secondary FCC rule, under the law, entails rulemaking procedures with the opportunity to file comments by parties in interest.

There are some 5,000 am, fm and television licensees, including non-commercial educational stations who are confounded by the interpretative memorandum.

The FCC should admit that it goofed. It should stay the effectiveness of the March 16 memorandum and start over with rulemaking proceedings.

Caveat emptor?

FCC's notice about announcing receipt of free records when they are aired caused flip by purchaser of radio station who was on verge of closing sale last week. Station involved, whose call letters can't be used for obvious reasons, has music-news format and one of its most valuable assets is its 7,000-record library.

Purchaser's plaintive plea to lawyer: "What shall I do now? Force seller to inventory library so I know which records were received gratis and which were bought? If I take over without this knowledge, am I responsible for playing free record without making proper announcement, or does this responsibility run to old owner?"

Lawyer's comment: "I don't know."

numbers were dumping established practices to conform to the new requirements. The first and immediate impact was in identifying free records. In this field the shifts took several forms:

• Most stations accepted the FCC notice as gospel and began to cut down or eliminate entirely the number of free records played on the air.

• Other outlets began identifying free records as required by the FCC notice.

The great question—and the most severely serious to the host of small station operators—was what to do with record libraries. Many libraries comprise thousands of records, built over decades. With few exceptions the means to identify the free labels from those purchased are unavailable.

Two networks issued instructions to its owned stations:

CBS station managers were told to buy all their records from now on. They also were told to carry each quarter hour of their record shows an announcement to the effect that "broadcast and audition copies of record . . . were supplied through the courtesy of the manufacturers and distributors of these records."

NBC ordered effective Thursday that all records acquired by NBC-owned stations be paid for. Records used from existing libraries will be identified as having been supplied free.

ABC, as of Thursday, had issued no instructions to its stations.

Indignant Lawyers • Incensed Washington lawyers, beseiged by frantic queries from their broadcast clients, were particularly indignant at the manner in which the notice was issued.

What anguished them was that the

WHAT RADIO STATION IS NOW 3RD* IN LOS ANGELES?

MAKE YOUR GUESS...
NOW HOLD THIS PAGE TO THE LIGHT

*HOOPER RADIO AUDIENCE INDEX FOR FEBRUARY, 1960

WHEN YOU'VE SEEN THE LIGHT,
PHONE HOLLYWOOD 2-7388

NOTICE TO ALL BACK-TO-FRONT READERS:

The opposite side of this page will make more sense to you. It even makes sense to Front-to-Back Readers.

DIAL 1110 | 50,000 WATTS
KRLA
RADIO LOS ANGELES
CELEBRATING 180 DAYS ON THE AIR AND STILL
SELLING AT RATES ESTABLISHED 180 DAYS AGO!

interpretation was in the form of a public notice which, in legal minds, raised the question of whether it can be appealed or not, since it is an opinion and not an order.

The lawyers' indignation with the procedure followed in issuing the notice boiled over early in the week, with FCC Chairman Frederick W. Ford its target. An FCBA committee on expediting FCC processing had met with Mr. Ford to discuss this subject. Before the meeting ended, lawyers voiced their complaints that the FCC had aborted the procedural protection of the Administrative Procedures Act in issuing the interpretation in the form it did.

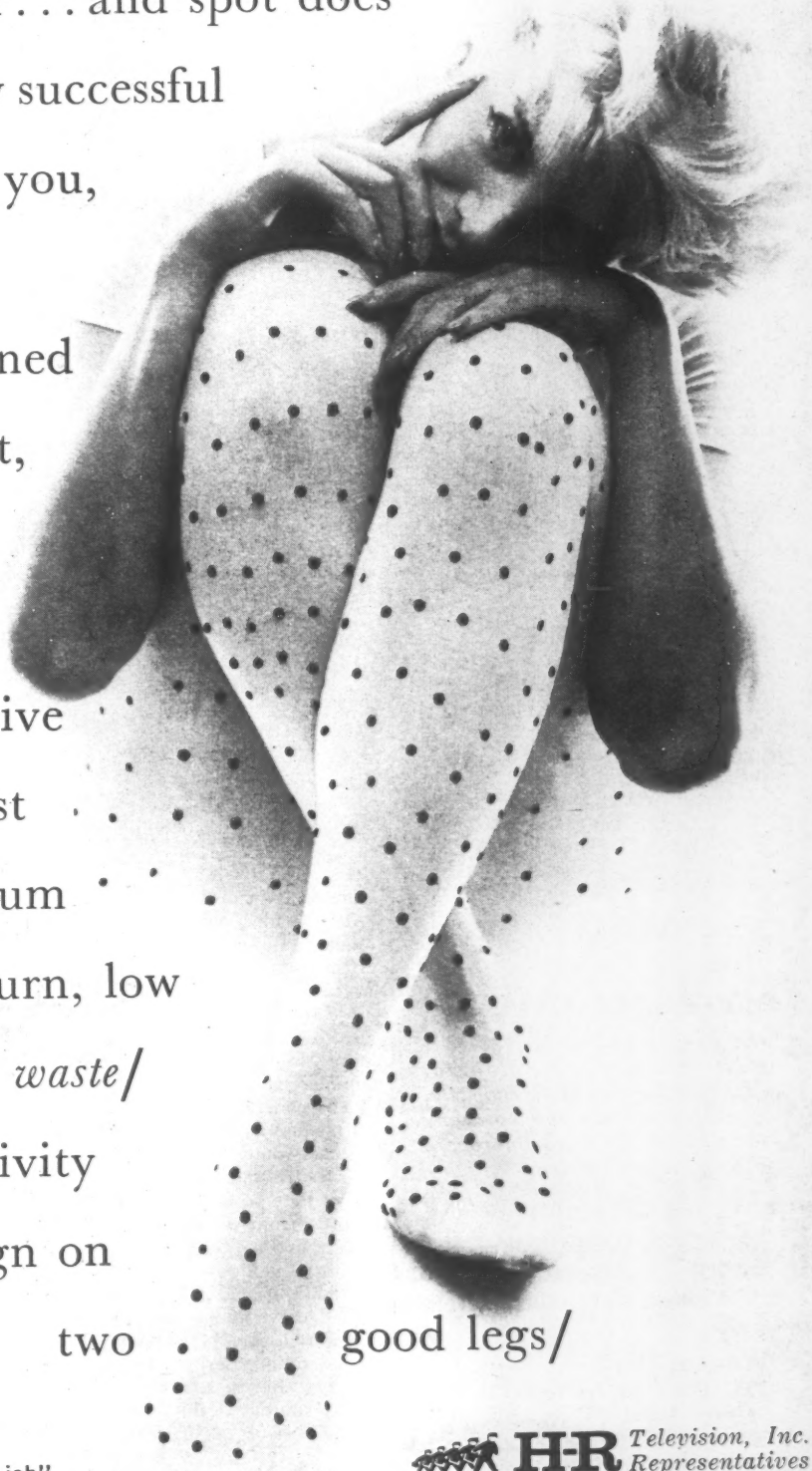
Broadcasters' questions to their attorneys and to the FCC took many forms.

The most prevalent was the question of free records and the need to identify them on the air as such. A major plaint was how must the identification be made? In what form? In what words?

Other queries and complaints ran the gamut. Some of them:

- How to handle network feeds, or syndication film. Must an affadavit be required from the network and the syndicator that no consideration or services have been received by the program originator? Will this be acceptable to the FCC as holding the licensee blameless in case some hanky-panky is involved?
- Why is the FCC trying to put radio and tv news reporters at a disadvantage with their newspaper competitors? Why single out radio-tv newsmen as having to pay their own way into everything or refusing to accept a handout on penalty of having to announce these facts as consideration? Why must radio-tv critics or commentators have to pay their own way into movies, theatres or state fairs, when newspaper and magazine colleagues are not so required?
- How about a record hop for charity? Must the station make announcements that it stands to benefit from the publicity?
- If there must be a commercial spot for each free record played, won't that overload the station's composite week log on spot announcements? The station will then open itself for citation by the FCC for overcommercialization.
- If a station buys records at a discount—through bulk buying—must that be counted as a free record?
- When a station covers a state fair, must this remote be classified as commercial because the station stands to accrue some commercial business from exhibiting farm implement companies, fertilizer plants or seed suppliers?
- Government agencies flood stations with press releases, invitations to junkets, and special events. Must these all

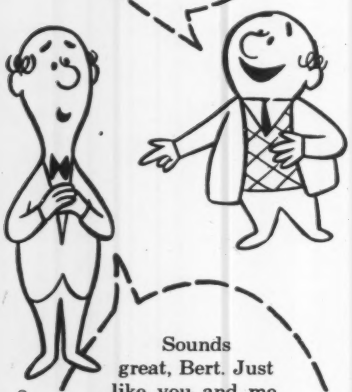
LEGWORK IS BASIC Somebody has to get in and sell the product in the specific market you're after... and spot does it best/Spot, as any successful advertiser will tell you, enhances the most perfectly proportioned ad schedule/In fact, spot is a *basic* buy because you reach the prospective customers you must reach with maximum exposure, high return, low investment and *no waste*/ Impact plus selectivity puts your campaign on two good legs/



"We always send a man to do a man's job"

H-R *Television, Inc. Representatives*

Attention advertisers!
Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30.
Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.



Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

© 1960 PIEL BROS., BROOKLYN, N. Y.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!

ITC
INDEPENDENT TELEVISION CORPORATION
488 Madison Ave. • N. Y. 22 • PLaza 5-2100
ITC OF CANADA, LTD.
100 University Ave. • Toronto 1, Ont. • EMpire 2-1166

When Bartley thought differently

One of the most enthusiastic advocates of the FCC's tightened rules regarding commercial announcements is Commissioner Robert T. Bartley.

But only 16 years ago, Mr. Bartley was on the other side of the fence.

At that time, in 1944, Mr. Bartley was director of government affairs for NAB. He and Washington attorney Philip G. Loucks represented the broadcast industry in conferring with the FCC's law department on proposed revisions of sponsor identity rules.

The proposed rules included a controversial section which would have required an announcement that a program was "paid for" if it were furnished free to the station or some other consideration was given to the broadcaster. This section subsequently was deleted from the final rule upon the urging of the industry representatives.

be announced as having been given gratis to the station as an inducement to be broadcast?

Reduced to Absurd • The consensus of legal experts was that the FCC's March 16 notice gave a too strict and literal interpretation of Sec. 317. The more outspoken attorneys termed some of the provisions as reducing the identification principle to the absurd.

The general thinking of knowledgeable broadcasters and attorneys was that the stringency of the identification notice stems from the Washington climate following Congressional disclosures of rigged quiz shows, payola and plugola, and the results of former FCC Chairman John C. Doerfer's Florida vacation as a guest of George B. Storer.

"Overcompensation" was the word used by several to describe the basis for the commission's identification notice.

A strong inference was drawn that the FCC's interpretation was made so stringent and all-encompassing so that broadcasters will have to look to Congress for relief—as they did in the Lar Daly-Sec. 315 opinion.

It was the opinion of many that the requirements for identifying free records, junkets, trade-outs, and other "barter" type arrangements are even more severe in calling for commercial announcements than the regulations require in identifying straightforward commercial paid programs or spots.

The general attitude on the free record requirement was that most broadcasters would turn to record services (RCA Thesaurus, LangWorth, etc.) rather than go into the bulk purchase of records from distributors.

Interpreting Sec. 317 • The FCC's March 16 notice was issued as an interpretation of Sec. 317. For the first time it laid down the thinking of the commission on what constitutes services and consideration beyond the payment of money (BROADCASTING, March 21). Some stations estimated that records would cost up to $25,000 a year.

Basically the commission declared that commercial announcements must be made if any of the following conditions applied:

- Records used on the air are received free.
- Travel and accommodations of program personnel are paid by any outside source.
- Participation by station or personnel in record hops.
- A most serious situation is plugola —the mention of brand names in ostensibly *ad lib* remarks in a program, or the use of a recognizable product as a prop for which the station or someone on the station's staff has received payment or "valuable" consideration.

The notice was issued with no dissents by the six commissioners. An alternative notice, requested by Commissioner Rosel H. Hyde and comprising only a generalized warning (with the specifics to be included when the FCC came out with its final order on the payola rule) failed to receive any backing from the other commissioners.

Based on Questionnaire Returns • The genesis of the March 16 notice took place at an FCC meeting the last week in February. At this meeting the Broadcast Bureau staff reported on questionable practices it found common. These were based on a study of the answers it had received to the payola questionnaire sent in November to over 5,000 broadcasters. It recommended that the commission institute a policy of compliance rather than imposing sanctions.

The commission acceded to this suggestion and instructed the staff to prepare a document setting out the approach to be followed in each of the questioned areas. This document was submitted to the commissioners in advance of the March 9 meeting. It was discussed then but passed in order to consider the alternate suggested by Commissioner Hyde.

The FCC from time to time has issued interpretations and revised its

part of the profile of a great radio station . . .

MORE WFBR LISTENERS HOLD GASOLINE CREDIT CARDS

People who own gasoline credit cards are people who travel, spend money and, above all, are financially responsible. In the WFBR audience, there are proportionately 23% more families who hold gasoline credit cards than in the total sample, which includes listeners to all Baltimore radio stations.*

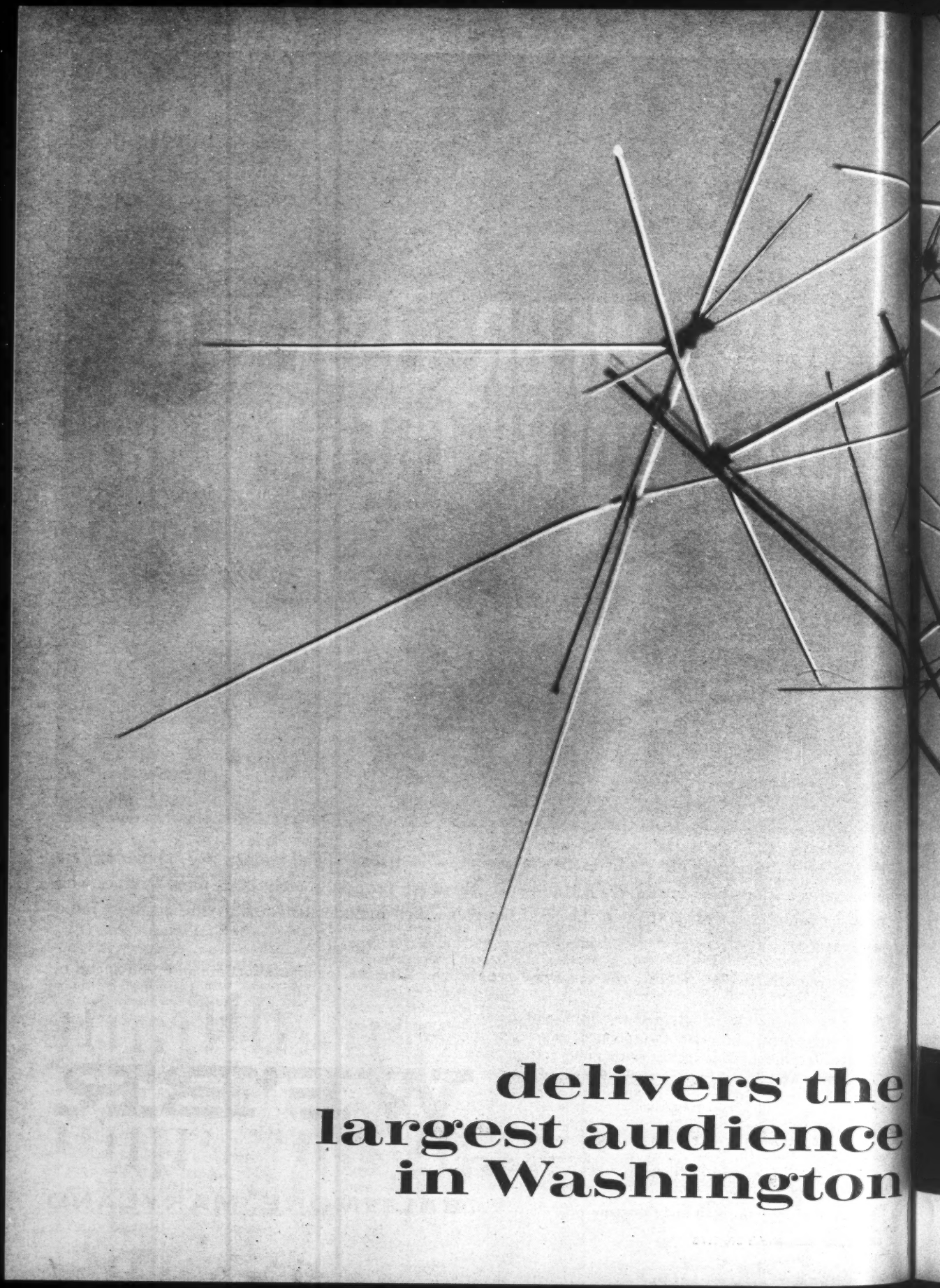
When you advertise on WFBR, you reach the people who have the spendable income and who spend it.

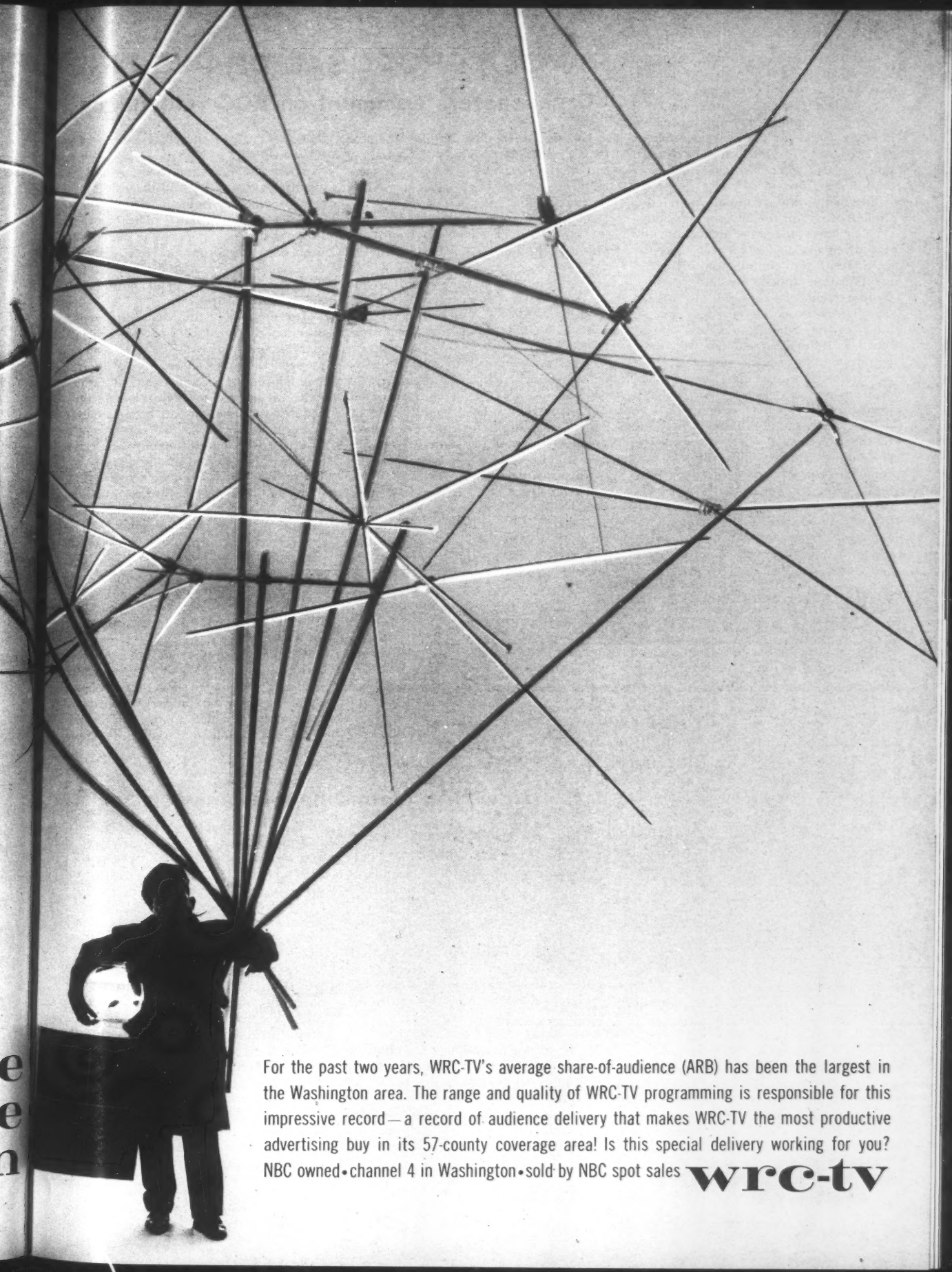
* In a recent Qualitative Survey in the metropolitan Baltimore area, The Pulse, Incorporated, matched certain socio-economic factors with radio station listening habits.

WFBR

BALTIMORE, MARYLAND

Represented by John Blair and Company


delivers the
largest audience
in Washington



For the past two years, WRC-TV's average share-of-audience (ARB) has been the largest in the Washington area. The range and quality of WRC-TV programming is responsible for this impressive record—a record of audience delivery that makes WRC-TV the most productive advertising buy in its 57-county coverage area! Is this special delivery working for you? NBC owned • channel 4 in Washington • sold by NBC spot sales **wrc-tv**

regulations to make more explicit the meaning of Sec. 317. A major revision took place in 1944 when the commission spelled out the requirement that a proper commercial announcement must be made for political speeches or the expression of views on controversial public issues where services or consideration were provided.

Originally this proposal included a similar provision for all program activity, but after industry opposition this was dropped.

In 1950 the commission issued an identification notice which detailed more explicity the meaning of commercial identification. The gist was that the buyer of the program or announcement must be fully identified by way of his corporate name or recognizable product. References to generic terms ("The cigar man," or " Send money to Nylons, Box . . .") were banned.

The identification problem arose most recently last year when a number of tv stations carried film clips of the Senate Labor Rackets Committee hearings on the Kohler strike. These were furnished gratis by the National Assn. of Manufacturers. The commission chastised those stations which carried the films and did not announce they had been furnished by NAM.

Celler to introduce new anti-payola bill

A new anti-payola bill—modeled on one suggested by the American Society of Composers, Authors & Publishers and narrowed specifically to broadcasts of musical works—will be introduced this week by Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust Subcommittee. A second bill would give the FCC authority to issue a one-year conditional license—instead of one for the regular three years—for violation of the proposed anti-payola measure.

The anti-payola measure would make it unlawful, with a fine of up to $1,000 and/or a year's imprisonment, for any licensee to accept payment for performance on the air of a particular musical work or record in which the person paying has a pecuniary interest, for a person to make such payments and for an employe to accept payment for such performances from anybody but his employer. But the bill authorizes persons to buy time on a station to play musical works.

Rep. Celler said activities of the House Oversight Subcommittee, the FCC and the Federal Trade Commission indicate payola is prevalent in many forms. He said he thinks payola is responsible for rock and roll music. It's a kind of corruption the FCC should have dealt with years ago, he said.

PAYOLA PROPOSAL DRAWS FIRE

Broadcasters comment on FCC rulemaking

Unanimous in their opinion that the FCC's proposed payola rulemaking leaves much to be clarified, broadcasters fired heavy salvos at the commission last week.

The three networks, the NAB, Westinghouse Broadcasting Co., and the Meredith stations all filed comments to the proposed FCC rulemaking announced Feb. 8 which would amend the commission's rules to read:

"All licensees and operating permittees shall adopt procedures to prevent the broadcasting of any matter for which service, money or other valuable consideration is, directly or indirectly, paid or promised to, or charged or accepted by, any officer, employe or independent contractor of the station, unless at the time the same is so broadcast it is announced as being paid for or furnished by such person."

The NAB, CBS, NBC and Westinghouse told the commission that its ruling is not directed to the employe but to the broadcaster as licensee, thus imposing a liability on a licensee who takes reasonable procedures but is injured by the act of a dishonest employe. "If the licensee has exercised good faith and reasonable judgment concerning his particular operation, this is the maximum the commission should expect," the NAB said.

NBC suggested that the commission "may not have intended this literal result," and said that commission objectives would be attained if it required that the licensee merely exercise "due diligence."

There is no safeguard procedure against payola, CBS told the FCC, that can provide a "remedy that is both complete and certain." The network using the same language as the NAB, said that the proposed rule requires reasonable diligence by the licensee but does not place him "in the position of an absolute insurer."

The opinion of the Meredith stations that the proposed rule is "ambiguous" and "inconsistent with the requirements of Sec. 317" was shared by all the respondents. The station chain urged the FCC to analyze the controls and procedures submitted by all broadcast stations in response to the commission's two-part payola questionnaire, and make its findings known to the industry.

Control Over Contractors • NBC, CBS, ABC and WBC objected to the inclusion of the "independent contractor" in the proposed ruling, since the licensee has no control over this segment of broadcasting. They pointed out that material used on shows supplied by independent contractors might have been obtained surreptitiously but that it would be impossible for a licensee to know this.

There was almost unanimous agreement that the FCC should revise its proposed ruling to read that licensees should adopt and enforce procedures reasonably designed to prevent broadcasting of payola material. Both West-

New firm claims payola 'answer'

A new variation of an old profession—the song plugger—has been organized. It is aimed at the 5,000-odd disc jockeys in broadcasting and is considered by its organizer as "the answer" to payola.

The company is Record Promotion Inc., Washington, D.C. It was announced by Hirsh de La Viez, owner of Hirsh Coin Machine Corp. Mr. de La Viez, prominent in Washington show business for 40 years, leases and maintains more than 750 jukeboxes in that area.

Record Promotion Inc. plans to have its promotion men call on the nation's disc jockeys in behalf of paying clients. These "detail" men will attempt to persuade disc jockeys to play a client's record. They will also report back to the client what the disc jockey thinks of a record and, if it is played on the air, how the public reacts. The company will be independent of and will work separately from the promotional activities of the record makers.

Mr. de La Viez reported that he already has opened offices in five areas—Baltimore-Washington, Richmond-Norfolk, southern Florida, northern Florida and New England. He said he hopes to establish 15 other area offices in the next 60 days, employing 40 men to make the rounds of the disc jockeys.

The basic charge to clients—record manufacturers, music publishers, artists and writers—will be $50 per record per area.

The new company, which calls its service "Practimation," is located at 1320 Rhode Island Ave. N.E., Washington, D.C.

Rich rating rewards are yours when you dip into this fabulous treasure chest of M-G-M cartoons . . . featuring a host of laff-a-minute favorites created by such top-flight animators as Tex Avery and Hanna & Barbera. Every M-G-M cartoon offers top-quality, full animation, more visual excitement, more hilarious situations, and more fabulous sight gags. Watch those ratings zoom when one youngster tells another that your channel is programming these fun-packed M-G-M cartoons!

CONTACT US AT THE
NAB CONVENTION
ROOM 2406, CONRAD HILTON HOTEL

MGM·TV

division of Metro-Goldwyn-Mayer Inc.
1540 Broadway—New York, N. Y.

inghouse and ABC made further recommendations.

ABC recommended that the FCC conduct a further investigation before adopting its proposed rule and that a hearing be held to "explore the proposed extention of Sec. 317 requirements . . ."

Westinghouse said "it was absolutely essential" that Congress enact a commercial bribery statute which would make payola a crime.

Covington & Burling, a Washington law firm filing comments for a group of broadcast stations, said it was "highly doubtful" whether or not the commission's proposal are specific enough to allow criminal sanctions to be imposed for "plugging" if "the personality does not receive payment pursuant to an understanding that he will promote the enterprise on his program." There is also "uncertainty" as to the kinds of practices to be prevented without appropriate announcements. "These difficulties are not easily solved . . . [and] are difficult to define except by illustration."

The following stations were represented in the Covington & Burling comments: WTOP-AM-FM-TV Washington; KXTV (TV) Sacramento, Calif.; KHOU-TV Houston-Galveston, Tex.; WANE-AM-TV Ft. Wayne and WISH-AM-TV Indianapolis, both Indiana; KOTV (TV) Tulsa, Okla.; KERO-TV Bakersfield, and KFMB-AM-FM-TV San Diego, both California; WCIA (TV) Champaign, Ill.; WNEP-TV Scranton-Wilkes Barre, Pa.; WNOK-AM-FM-TV Columbia, S.C.; KTOD Sinton, Tex.; WGR-AM-FM-TV Buffalo and WROC-FM-TV Rochester, both New York, and WGBH-FM-TV Boston, Mass.

This, too, shall pass away, avers Kintner

Not everybody on Capitol Hill is enamored with the Federal Trade Commission's "get tough" policy on tv advertising and payola. This was revealed last week upon release of the hearing record of the House Independent Offices Appropriations Subcommittee's session last Jan. 21 with the FTC on the latter's budget.

The Budget Bureau asks for an increase for the FTC for fiscal 1961 to $7,600,000, a $760,000 boost over fiscal 1960 of which $350,000 is for investigation and litigation of deceptive practices.

Chairman Albert Thomas (D-Tex.) suggested the FTC is spending too much time and effort on "inconsequential things. Advertising is what we know it to be. Nobody believes it anyway." People who buy things, he said, are expected to use "two eyes and normal common sense," but, he continued: "What about your big things, the price fixing that is hid . . .? What about your mergers?" Rep. Joe Evins (D-Tenn.) joined in criticism of the payola and ad hunt.

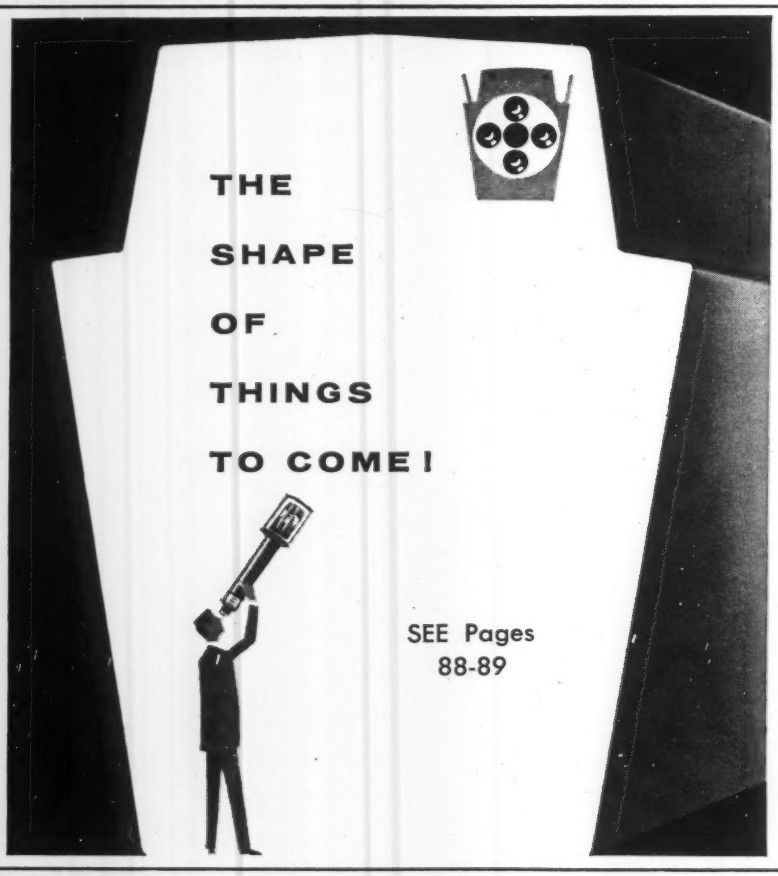
FTC Chairman Earl Kintner said that because of the congressional and public outcry about payola and ad deception, manpower had been temporarily diverted to these things, but it's only temporary. In a few days they'll be back to the larger antimonopoly cases, he said.

An eye on print, too

"Equal emphasis" to monitoring of printed advertising, in addition to intensified radio-tv checks, was announced March 23 by Chairman Earl W. Kintner of the Federal Trade Commission in an address to the American Public Relations Assn. of Washington.

Charles Connolly, acting director of FTC's radio-tv advertising unit, said March 24 his staff checks 15 magazines and 20 to 25 newspapers each week, scrutinizing on a rotating schedule. Name of the unit may be changed to Office of Advertising Media, he added. Staff of the unit has been increased from six to 12 in the past year, with four persons monitoring and the rest looking into advertising picked as questionable.

Chairman Kintner emphasized the responsibility of media to police advertising, adding he hoped "the day will never come when media will be cited in complaints."



House committee acts on state-aid for etv

A bill to give each state $750,000 on a matching funds basis to buy equipment for educational television was reported favorably by a "big majority" from the House Commerce Committee last week. The Senate has approved a bill (S 12) for $52 million (including $1 million to each state for equipment). It awaits House committee consideration.

The House bill (HR 10609), introduced by Rep. Kenneth Roberts (D-Ala.) last February, originally was for $52 million but was scaled down in a closed session of the House committee Thursday. The amended bill also specifies that only $150,000 of the money shall go to any specific project. Educational tv outlets operated by states, boards of education or state-supported colleges and universities may use the funds.

Among other funds provided in the bill is $520,000 to assist the states in surveying needs for educational tv.

BIG 6

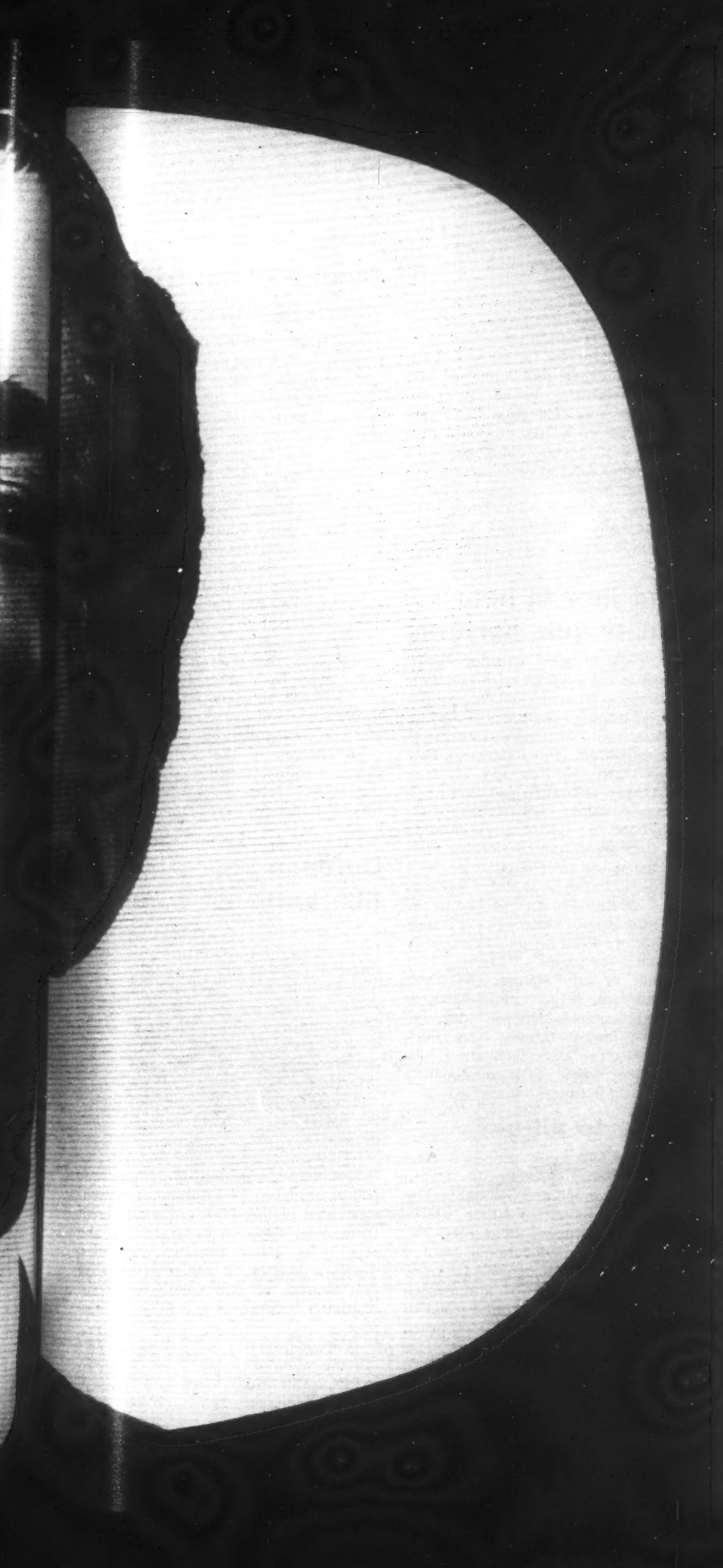
NEXT WEEK'S ATTRACTION

'60

and "DRUMMERS"*

* Trademark

SESAC INC. · THE COLISEUM TOWER · 10 COLUMBUS CIRCLE · N.Y. 19, N.Y.



The daytime picture was never brighter!

Latest safaris into Nielsen Country continue to bring back very bright figures indeed—for ABC Daytime TV. Look close and you can see a 25.0 Share of Audience. You can see 2.3 million homes being reached by ABC per average minute during the noon to 4 p.m. program block.

The same programming strategy that's been catapulting ABC-TV into No. 1 position week after week has been paying off during the day, too. In the last six months, ABC's Share has jumped by 38%, its average audience by 86%.

And this is a *special* audience. A younger audience with larger families. Three out of four ABC homes are in this market of real *consumers*...these people who respond most actively to the fun and games of a Beat the Clock starring Bud Collyer, or take the cheerful zest of a Gale Storm Show... the edge-of-your-sofa excitement of a Restless Gun... the fun and frolic of a Love That Bob starring Bob Cummings or, for that matter, a Who Do You Trust?

There's another bright figure in this ABC success story. That's ABC Daytime's CPM of $1.10. For as little as $7,633 per ¼ hour, a sponsor gets everything. He gets time, talent, the *works*.

All in all, a very choice chartful of reasons why sponsors like Lever Brothers, Mastic Tile, General Foods, Renuzit, Johnson & Johnson, Vitamin Sales Co., Drackett, Restonic Mattress, Toni, Armour, American Red Ball Van, and Beech-Nut: all continue to choose ABC Daytime TV.

WATCH ABC-TV IN '60
(more people will)

SOME REASONS
WHY
WIST
is your
best radio buy
in CHARLOTTE

TWO CONSECUTIVE N.S.I. REPORTS* show

■ In the **6 to 9 A.M.** block WIST Average Ratings are **32% HIGHER** than the next station

■ WIST is FIRST in 3-Hour Weekly Cumulative Ratings throughout the entire day—from **6 A.M. to 9 P.M.**

■ In many time periods WIST is FIRST in TOTAL HOMES reached . . . both inside and outside the Metro Area

■ Between **3 and 6 P.M. . . . WIST delivers MORE DAILY HOMES than any other** Charlotte station . . . more than all others combined in some ¼-hrs.!

*Nov.-Dec., '58 — Apr.-May, '59

*NIELSEN also shows that the average number of listeners per home is greater on WIST during most time periods, and that most WIST listeners are adults!**

**PULSE agrees*

Your P-G-W Colonel has the facts!

WIST
best radio buy
in Charlotte
A Broadcasting Company of the South Station

FCC wants hearing on KDB renewal bid

KDB Santa Barbara, Calif., was told by the FCC last week that its application for license renewal indicates the necessity of a hearing because of overcommercialization and a disparity between program representations and actual operation.

The commission said that in its previous applications KDB had proposed to devote 21% of its time to live local programming. But its 1959 renewal application indicated that none of the programs presented during the composite week were live. The FCC said that only .5% of KDB's proposed programming in its current application will be live. Previous KDB applications also indicated a plan to broadcast 1,130 commercial spots per week. During the 1959 composite week, 2,379 commercial spots were aired, the commission stated.

Grand jury to hear about tv quiz perjury

New York District Attorney Frank S. Hogan is going ahead with plans for a grand jury presentation this spring (within 60 days) on the possible perjury of witnesses who testified during the tv quiz investigation. (BROADCASTING, Feb. 8, PERSPECTIVE '60, Feb. 15).

Mr. Hogan acknowledged that he is directing Assistant District Attorney Joseph Stone to prepare a presentation for another grand jury concerning false statements made in the initial probe a year ago. He has estimated that perhaps as many as 100 persons had lied to the grand jury about their roles in quiz rigging. More than 40 persons already have been interviewed.

It's not certain whether the DA's office will seek perjury indictments or permit admissions which will purge the original testimony. (Under New York law, a person's false statement under oath can be purged if he subsequently tells the truth before the same body.)

Fresno to all-uhf

The FCC last week proposed rulemaking that would shift Fresno, Calif., to an all-uhf commercial operation. The commission proposed to either reserve ch. 12, now occupied by KFRE-TV, for noncommercial educational use and at the same time make ch. 18 (now educational) available for commercial use, or reassign ch. 12 from Fresno to Santa Barbara. The FCC also proposed to substitute ch. 59 for ch. 30 at Madera and reassign ch. 30 from Madera to Fresno.

The commission made clear that the adoption of any proposal to make other use of ch. 12 will be subject to decisions reached in separate proceedings involving KFRE-TV's rights as present occupant of the channel.

Two uhf stations (ch. 24 KMJ-TV and ch. 47 KJEO [TV]) and KFRE-TV operate in Fresno. Commissioner Cross dissented.

Blockbooking trial finishes third week

The third week of the blockbooking trial in New York against six distributors of feature films to tv produced additional evidence by the government last week that television stations bought films they did not want in order to acquire those they wanted. In turn, the defense elicited testimony to bolster its view that stations had bargained for and had obtained "selectivity" of films and had signed contracts without coercion (BROADCASTING, March 21).

On several occasions during the week, U. S. District Court Judge Archie O. Dawson advanced the opinion that he was disinclined to grant renegotiation of contracts, even if the government should win the antitrust case. Attorneys from both sides have indicated the case will be appealed—the defense if blockbooking is found; the Justice Dept. if renegotiation is not granted.

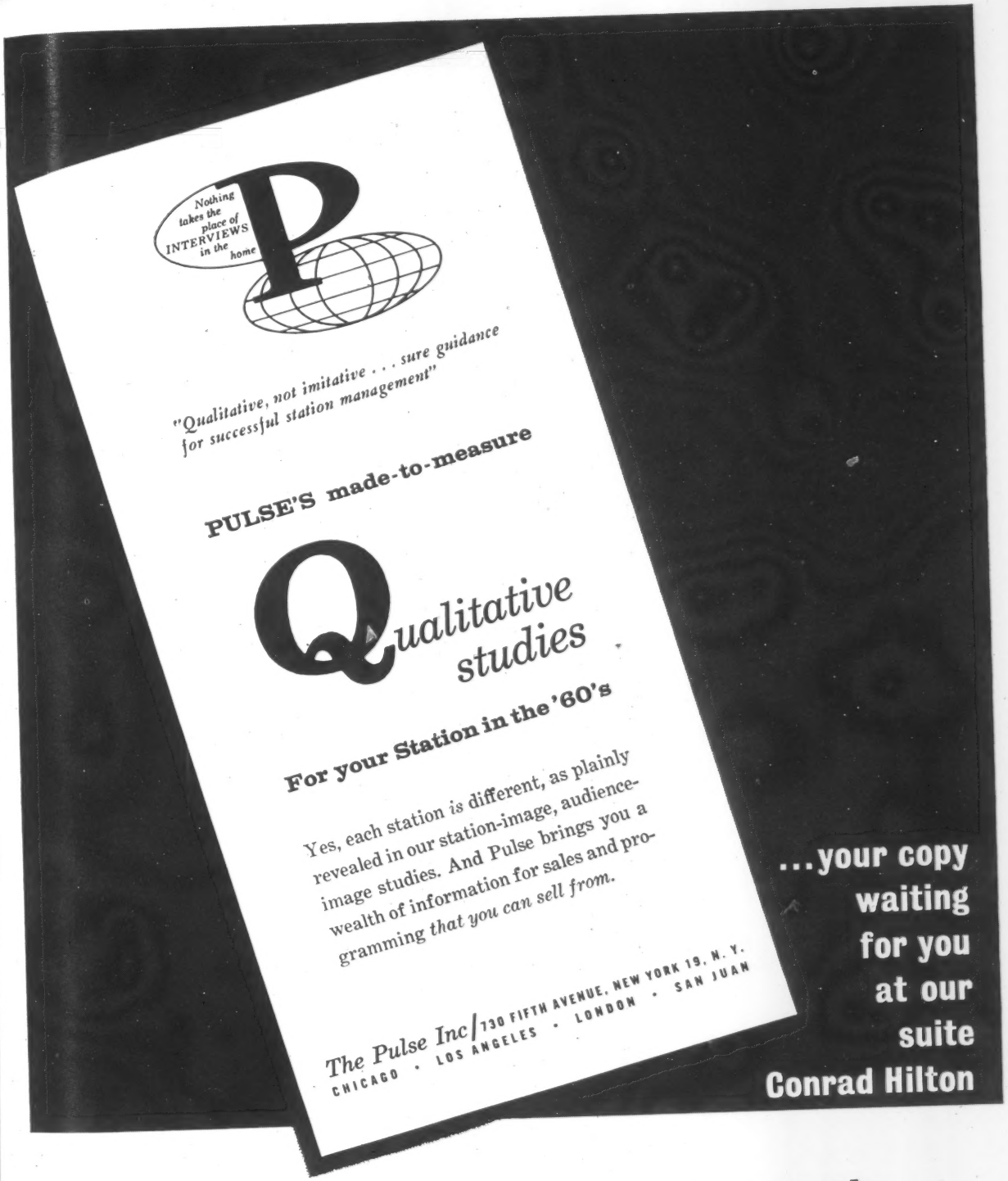
Defendants in the suit are Screen Gems, National Telefilm Assoc., Loew's Inc., C&C Television, Associated Artists Productions and United Artists Corp.

Defense heard in film antitrust case

In the antitrust case against Columbia Pictures, Screen Gems and Universal Pictures the defense last week offered witnesses to shore up its claim that the acquisition by SG of the Universal feature library rights did not lessen competition in the field. A recess was declared for last Friday and today (March 28).

The government case, outlined during the first week, relied mainly on points of law to advance its view that the SG-Universal agreement violates the federal anti-merger law. The defense is calling a total of 18 witnesses to demonstrate that feature films are not different from other types of programming and actually are interchangeable with other categories—a move aimed at showing that sources of film supply were not restricted because of the SG-Universal pact.

Witnesses for the defense heard during the week included Fred Thrower, WPIX (TV) New York and John J. Corson, McKinsey & Co., Washington, D.C.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"Qualitative, not imitative . . . sure guidance for successful station management"
PULSE'S made-to-measure
Qualitative studies
For your Station in the '60's
Yes, each station is different, as plainly revealed in our station-image, audience-image studies. And Pulse brings you a wealth of information for sales and programming that you can sell from.
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Impressive documentation of newest qualitative research • • • for Television and Radio Stations, Advertisers and Agencies

ARE COMMISSIONERS HERMITS?

Chairman Ford asks Senate committee for definition of 'unusual' hospitality

The FCC's new chairman, Frederick W. Ford, last week told Capitol Hill legislators he wouldn't want to be the guinea pig to test a proposed law that would require FCC members to write up "fair summaries" of anything said to them in rulemaking proceedings—under penalty of being convicted of a crime.

This was after he had testified to the House Commerce Committee that he thought it would place a sword over the head of an FCC member to require him to record for the public record everything that had been said to him. There's the possibility he might forget something or fail to understand what was told him and his summary thus would be unfair, Mr. Ford said. Or, he added, a party unhappy for any reason might accuse him, in honesty or malice, of unfairly summarizing a conversation. "Then you're in jail."

Reminded by committee members that the proposed penalty clause of a $10,000 fine or a year's imprisonment applies only when a violation is committed "knowingly and willfully," Mr. Ford replied:

"I wouldn't want to be the test case." But he told the committee that while the FCC objects to this halter on rulemaking cases it considers to be of a legislative nature only, "if it's enacted we'll try to follow it." He thought the restriction on rulemaking not only would hamper FCC members in requiring painstaking additional duties, but because of the criminal sanctions, might make them shy away from conversations which could give them useful information on which to base decisions: "When your head's on the block, you're much more cautious," as he put it.

Similarity • At one point when Mr. Ford—describing the legislative characteristics peculiar to the FCC's rulemaking proceedings—said this aspect of FCC members' duties is similar to that of congressmen, Rep. John E. Moss (D-Calif.) replied that congressmen are subject to re-election by their constituents every two years while FCC members are appointed for seven. Rep. Moss launched into a lengthy discussion about the services congressmen must perform to get re-elected. He said he didn't feel he would have any trouble making "fair summaries" of constituents' talks to him. Such summaries, he said, don't have to be "blow-by-blow."

Mr. Ford, who appeared without his FCC colleagues, said Congress ought to outline—by legislation or expression of intent—the degree and circumstances which could be used as a dividing line to judge whether "hospitality" extended to FCC members is "usual" or "unusual."

A difficulty with one of the bills (HR 4800) being studied by the committee, Mr. Ford said, is that FCC members may differ in their subjective concepts of what is usual and what is unusual hospitality. Circumstances also may vary in specific cases so that what appears to be an innocent act at one time may give the "appearance" of impropriety at another, he said. Thus, he said, if an applicant bought an FCC member a Coca-Cola during a recess in an adjudicatory hearing it could give the appearance of being improper.

He felt legislative history of what has been looked upon as usual and unusual hospitality might help.

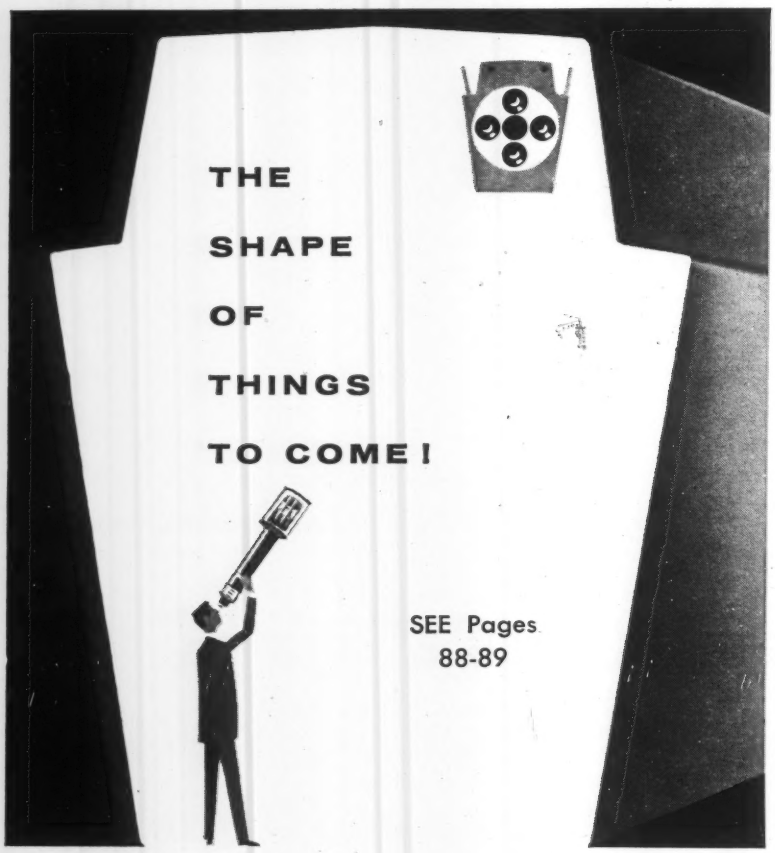
Unusual? • The FCC chairman gave this instance when a small civility could appear "unusual" after Rep. Peter F. Mack (D-Ill.) suggested the line might be drawn at such hospitable acts as lighting an FCC member's cigarette or buying him a soft drink. Rep. Mack said he felt such acts as financing a free trip to Europe for agency members and entertaining them for weekends at hunting lodges and on cruises were "questionable."

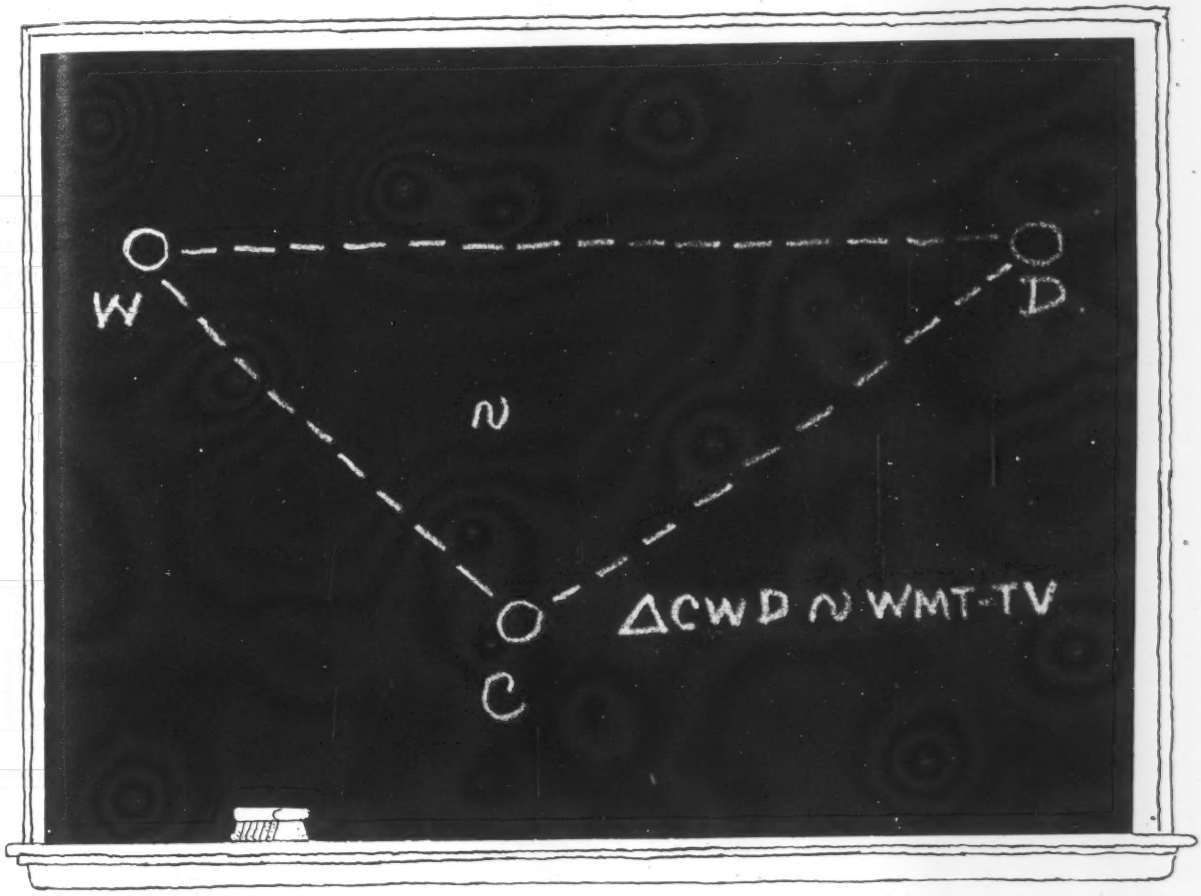
Chairman Ford agreed with committee members that a person who holds a license from the FCC might be considered at any given time to have business before the FCC (and in this broad sense be subject to *ex parte* taboos).

Mr. Ford didn't think he would have acted any differently than he has during his FCC tenure if the American Bar Assn's code of judicial ethics had been law (the FCC has said several times its members observe this code), nor would he, he said, be prepared to say that "history would have been different."

After all, he said, both judges and lawyers attend bar association conventions and FCC members see no distinction between this and their own attendance at broadcaster conventions.

Rep. Moss said he thought FCC members who accept free meals or drinks at the NAB convention (Mr. Ford had noted the government pays FCC members travel and per diem allowances) should realize that they are extended this hospitality "solely" because they are FCC members. Mr. Ford





Congruent Triangles of Eastern Iowa

or Geometry Made Difficult

There's a triangle in Eastern Iowa formed by three of Iowa's six largest metropolitan areas—Cedar Rapids, Waterloo, and Dubuque.

There's a television station in Eastern Iowa formed by programs it carries and rejects, faces turned to its public by personalities, sap drawn from roots it has growing in communities it serves. Its artistic and commercial success is a result of congruence of style with area.

In evidence we offer some immodest pragmatism:

No matter what survey you subscribe to, WMT-TV leads in all time periods from 9 a.m. until sign-off in share of audience, Sunday thru Saturday. In station totals, WMT-TV enjoys substantial dominance from 6 a.m. until sign-off, Sunday thru Saturday.

Q (if we may say so) E D.

WMT-TV • Mail Address: Cedar Rapids • CBS Television for Eastern Iowa • National Representatives: The Katz Agency • Affiliated with KWMT, Fort Dodge; WMT Radio

A senator's prerogative?

Sen. Proxmire's shoes must be pinching.

This observation seemed sound last week when it was discovered that Sen. William Proxmire (D-Wis.) who told the House Commerce Committee (AT DEADLINE, March 21) that he favored prohibiting legislative pressures on government agencies, took an active role in opposing a March FCC decision involving a Wisconsin tv station.

Sen. Proxmire wrote to the FCC on three separate occasions concerning the modification of license of WLUK-TV to operate on ch. 11 at Green Bay instead of Marinette, Wis. Sen. Alexander Wiley (R-Wis.) wrote once to the commission on the matter.

The commission released a proposed rulemaking on the channel switch on Dec. 11 1959, and granted a final decision favoring the move on March 4. The grant is now being protested by Airline Pilot's Assn. and other allied groups because of WLUK-TV's proposed antenna height.

Investigate & Advise • On Jan. 9, 1958 the senator wrote to then FCC Chairman John C. Doerfer: "I have been advised that your commission is permitting WMBV-TV [later changed to WLUK-TV] ch. 11 . . . to switch its location from Marinette to Green Bay . . . Permitting ch. 11 to come into Green Bay is going to work serious economic hardship on one of the stations already located there, at least . . . There appears to be no sizable segment of the public that will be served in any way by permitting this transfer . . . established stations will suffer . . ."

In closing, Sen. Proxmire asked the chairman "to advise me in detail" as to the "investigation . . . made with regard to this proposed transfer."

Two weeks later the FCC chairman received another Proxmire letter:

". . . Since my previous letter to you, there have been certain facts called to my attention that merit the most serious consideration by your commission . . . As has been pointed out to me, the argument that Green Bay might be more desirable from this individual station's point of view, that would also probably be true of any one of these stations moving to Milwaukee, or Milwaukee stations moving to Chicago. There are other areas besides the most commercially profitable areas that the public interest would dictate should have tv facilities. Those applying for these station channels in the areas of smaller population are aware of this at the time their application is made, and a policy that later permits these stations, once they get their license to move into other areas, deserves the closest scrutiny. It has also been called to my attention that this station has applied for transfer of control from the present stockholders to the *Superior Evening Telegram*. Apparent desire to sell . . . and move into an admittedly more lucrative market than . . . it presently enjoys, cannot go unnoticed."

WISCONSIN'S PROXMIRE

Do as I say . . . not do

Bartley, Too • The senator asked Mr. Doerfer for a "full report" when the commission reached a decision in the channel move.

Commissioner Robert Bartley was the last recipient of a Proxmire missive which indicated the senator had taken a complete about-face in his thinking. On Dec. 8, 1959 the senator wrote Mr. Bartley:

"I have been informed by Mr. Edward Woleske, who is president of the Marinette, Wis., City Council, that he and other leading citizens . . . enthusiastically support the application of the Marinette television station . . . to be allowed to advertise . . . as Green Bay."

Sen. Proxmire rang off his letter to Mr. Bartley and ended his commission letter writing with the following: "I am forwarding this information to you strictly to provide you with an insight into the attitude of some of my constituents. I of course am not taking a position in this quasi-judicial matter. I am sure that it will be resolved by you and your fellow commissioners exclusively on the basis of the merits of the case. That is the way it should be."

Sen. Wiley wrote to the commission (with copies sent to every commissioner) on Nov. 28, 1959 asking the agency to "consider and act favorably as soon as possible" on the WLUK-TV modification of license. The senator told the FCC that such action was "clearly in the public interest."

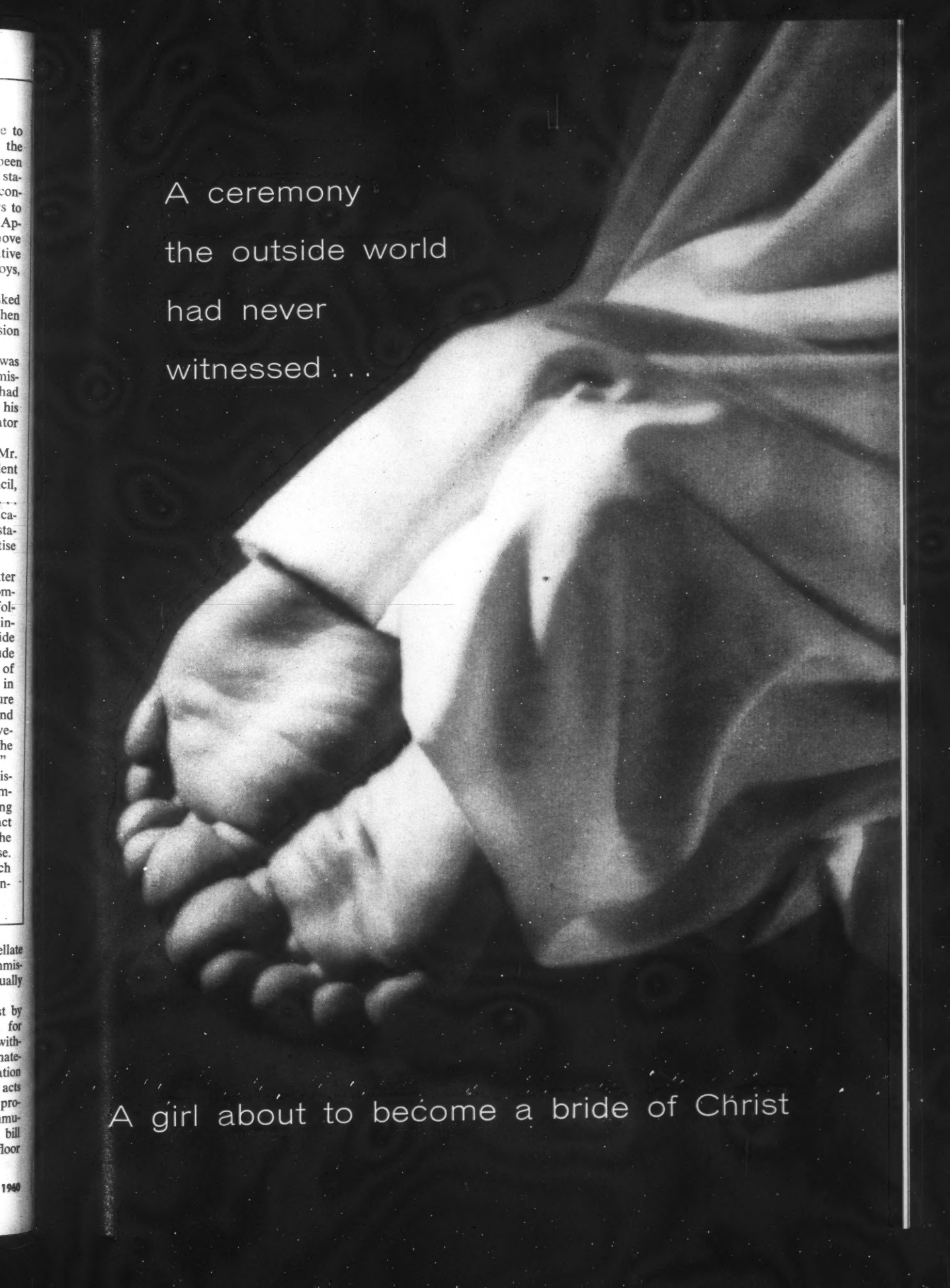
thought this was "usual" hospitality; otherwise, he felt, the law may as well prohibit "any kind" of hospitality.

Rep. Mack questioned the FCC chairman about rulemaking proceedings, obviously attempting to touch on the Sangamon Valley tv reallocations rulemaking decision now lodged in the courts, but was steered away from the subject by Chairman Oren Harris (D-Ark.) after Mr. Ford warned that he didn't want to offer opinions which might "pre-judge" the case.

Differing Opinions • Rep. Mack didn't agree with the FCC chairman's view that detailing individual commissioners to write opinions for decisions might overburden members and require additional opinion writers. (Mr. Ford had held each FCC member would need his own opinion writing staff, especially members who are non-lawyers.) But Rep. Mack conceded the member responsible for writing a given opinion might become an expert on the case and to some extent influence other members on how they would vote.

At the end of the hearing, Chairman Harris suggested Mr. Ford look into the procedure used by appellate courts and the Federal Trade Commission (whose members are individually responsible for writing opinions).

Rep. Harris, answering a request by Mr. Ford in his own behalf and for other FCC members, said he is withholding committee action on two Senate-approved bills providing for legalization of vhf tv boosters until the Senate acts on a related piece of legislation providing for FCC regulation of community antenna tv systems. The catv bill is on the Senate calendar awaiting floor action.


A ceremony
the outside world
had never
witnessed . . .
A girl about to become a bride of Christ

On December 13, 1959, WDSU-TV viewers saw a ceremony never before witnessed by the outside world. Never before has a TV program inspired such interest. Following are excerpts from the script for "Life of a Carmelite," one of WDSU-TV's Special Events Series.

Narrator: "This is the home of the Discalced Carmelite Nuns in Lafayette, Louisiana.

'Discalced' means barefoot ... It is a symbol of sacrifice to the love of God ...

"The skull is a reminder that we are but dust—and that the meaning of life comes only after death.

"These are scenes no one outside these cloistered walls has ever seen before . . . for her face is veiled forever from the eyes of the curious. You do not know her name or anything about her—except that she spends most of her life in the posture of prayer.

"Our photographer was not allowed to take all these pictures. The nuns were given a camera ... and these are some of the scenes they recorded.

"This is a girl about to become a Bride of Christ. She is 18 years old on this most wonderful day of her life . . . and in the way of all brides, she is radiant with happiness. She has already been in the monastery for nearly a year as a postulant . . . learning, training, proving herself. She has chosen the Carmelite rule which forbids all personal contact with those not of the Cloister.

"The ceremony begins with the Processional . . . The Bride is brought back to the choir . . . prostrates herself . . . completely and finally renouncing the world outside. Her new sisters scatter rose petals over the covered form . . . She says goodbye to all friends and relatives. To all except her family . . . who may come to visit her periodically. Except for them, and the sisters of her cloistered nunnery, no one will see her face again."

IN NEW ORLEANS WDSU-TV GIVES YOU THE PICTURE

OREN HARRIS WARMS UP AGAIN

Two new bills of vital interest to broadcasters slated for subcommittee hearings in April

Hearings on two new bills that would impose severe shackles on broadcasting have been promised within two or three weeks by Chairman Oren Harris (D-Ark.) of the House Commerce Committee. Rep. Harris said he hoped the committee can finish its current hearings on federal agency ethics and get to the new legislation before the Easter congressional recess (starting sometime the week of April 10).

The bills (for detailed provisions see box, this page), authored by Rep. Harris and implementing recommendations made Feb. 7 by the House Legislative Oversight Subcommittee which he heads, would provide for FCC regulation of the tv and radio networks; impose restraints on station trading and alleged "strike" applications in moves aimed at trafficking in licenses; require local hearings for all initial station applications; authorize the FCC to suspend licenses for 10-day periods for certain offenses; prohibit payola and plugola activities, and making rigging of tv or radio programs a criminal offense with a fine of $10,000 and/or imprisonment for two years.

Rep. Harris said other bills on the same subjects also will be considered at the hearings. Still to be introduced by Rep. Harris is a bill implementing Oversight recommendations that the Federal Trade Commission be empowered to seek temporary injunctions against all alleged unfair or deceptive practices under its jurisdiction and to make broadcast licensees, networks and advertising agencies subject to criminal penalties provided in the FTC Act for false advertising of food, drugs, devices or cosmetics or cosmetics likely to be injurious to the health.

Rep. Harris last week also expressed satisfaction at the progress of hearings on the agency ethics bills.

FTC charges Schick

The Federal Trade Commission issued its eighth complaint Thursday (March 24) in its current campaign against misleading tv advertising. Charged with deceptive tv commercials was Eversharp Inc., maker of Schick safety razors and blades. Also cited in the complaint were E. E. Ettinger, company vice president, Compton Advertising Inc., the firm's advertising agency; John Hise, a Compton vice president; and Alex Hoffman, account executive.

The FTC charged that the Schick tv commercial unduly frightens prospective purchasers of competitive razors. The ad shows a Schick razor and "an old style round head razor" shaving a boxing glove worn by heavyweight champion Ingemar Johansson. The competitive razor slashes the glove.

FTC names 8 more

The FTC last week issued eight more payola complaints against the recording industry, swelling the total to 68.

The companies: Decca Distributing Corp. (subsidiary of Decca Records Inc.), Hull Records Inc., Carlton Record Corp. and Carlton Distributing Corp., W.S.F. Inc., and Dolores Enterprises Inc., all New York City; Southern Record Distributors Inc., Nashville, Tenn.; Field Music Sales Inc., San Francisco; and Savoy Music Co., Newark, N.J.

The FTC charges that each company has given payola to disc jockeys in order to increase record sales. The commission also alleges that Decca, Field, Southern, and Carlton made payments to station personnel.

IN THE HILL HOPPER . . .

Here are capsulated versions of congressional legislation of interest to broadcasting and allied fields:

S 3244. Sen. Vance Hartke (D-Ind.)—to exempt some tuner manufacturers from liability for failing to pay tax on tubes installed before selling tuners to tv set manufacturers during the period Sept. 1, 1950, to Sept. 1, 1955. (They bought the tubes on a tax-free basis and sold their tuners to setmakers without adding tax charges, but Internal Revenue Service holds tuner makers should have paid; thus taxes would be paid twice on tubes. Finance Committee. March 21.

HR 11233. Rep. Byron Johnson (D-Colo.)—to provide free tv time for major presidential candidates, identical to earlier Senate bill. Commerce Committee. March 17.

HR 11260. Rep. Stewart Udall (D-Ariz.)—same as HR 11233, foregoing. Commerce Committee. March 18.

HR 11333. Rep. Henry Dixon (R-Utah)—to exclude tv boosters from licensing requirements and waive requirement of a permit for a tv booster previously constructed without authorization. Commerce Committee. March 23.

HR 11340. Rep. Oren Harris (D-Ark.)—would (1) restrict trafficking in and acquisition of stations without FCC public interest finding by: eliminating ban against Avco rule, requiring minimum three-year operation by licensee, requiring local public hearing where only one prospective purchaser is involved (but FCC could approve transfer without hearing in such a case if it states and publishes reasons no hearing is necessary);

(2) bring tv and radio networks under FCC regulation by requiring "operating certificate" for networks with proscriptions against illegality in programs, failure to exercise control over matter broadcast, giving unfair advantages in matter broadcast to products or services in which network has interests and making contracts with affiliates inhibiting latter's operation in public interest. Commerce Committee. March 23.

HR 11341. Rep. Oren Harris (D-Ark.)—would (1) require FCC to hold local hearing on all applications for original grants or construction permits (and substantial modifications) with burden on applicant to "affirmatively" establish grant would be in public interest; set renewals, other modifcations and other applications for [Washington] hearing only upon FCC finding this is necessary; (2) prohibit payment by one applicant to another for withdrawal (before earliest time FCC grant is subject to rehearing or appeal to courts) without prior FCC permission and provided payment does not exceed amount FCC thinks was "legitimately and prudently" expended in prosecuting application; require FCC to publish its consent to payment and, unless it has made the grant to another applicant than that making the payment, set aside the grant, permit the grantee to file a new application and for 30 days accept applications from "other persons";

(3) express sense of Congress that "swap-offs" of licenses and permits (agreement by an applicant—in return for withdrawal of another applicant—that he won't apply for or will withdraw as an applicant for another facility) are contrary to public interest. FCC would be required to consider an applicant's past activities in this respect in acting on his application for a license, construction permit or transfer;

(4) authorize FCC to revoke license for false statements in applications and their prosecution, for any conditions that would be cause for refusing to make an original grant, for willful or repeated failure to operate substantially as set forth in license, for willful or repeated failure to observe laws or FCC rules, and for violation of FCC cease and desist orders to enforce these sanctions and of certain criminal statutes; FCC could suspend a license for up to 10 days for the same reasons if offenses were not "willfully, knowingly or repeatedly" committed. The FCC, before revoking or suspending, or before issuing a cease and desist order would be required to issue a show cause order stating the matters under inquiry and ordering the recipient to appear and give evidence; then if FCC decides to revoke, suspend or issue a cease and desist order it would have to give grounds and reasons;

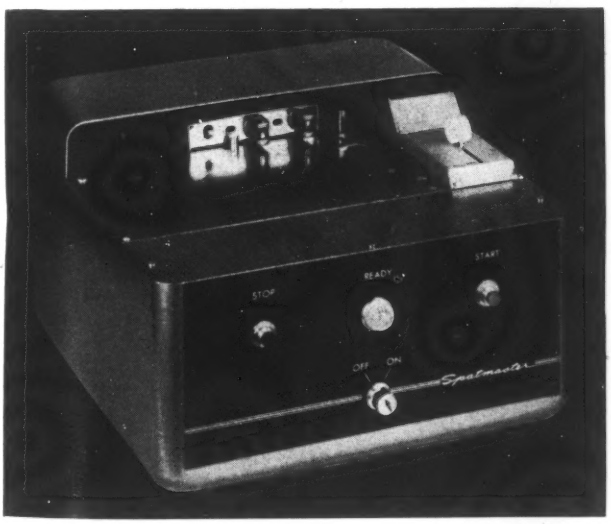
(5) require person in "control" of broadcasting matter for which payment has been made to make an announcement naming the person who made payment, but would excuse him if (a) neither he nor his "employe" knew payment was made and he used "reasonable diligence" in seeking information or (b) if he made an announcement in good faith based on false or inadequate information, but could furnish a guaranty signed by the person who made the payment of the source, nature and amount of it. The person making the payment would be required to furnish a written guaranty that his representations were true;

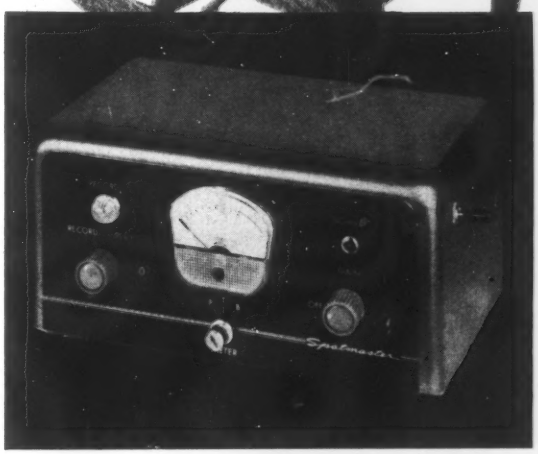
(6) prohibit the supplying of answers or secret assistance, with intent to deceive, to participants of any contest of skill or knowledge, broadcast to the public and purported to be bona fide, where the outcome would be pre-arranged or pre-determined; prohibit bribery, persuasion or intimidation to cause a contestant to refrain from using his skill or knowledge and thus affect the outcome; prohibit production or participation or offer for broadcasting or sponsorship of any such program having knowledge or belief that such practices are involved; and prohibit conspiracy with others to commit any of the things prohibited. Sanctions apply where contests constitute all or part of broadcast programs and where prizes are offered to successful participants. Violators of prohibition against rigged programs would be fined $10,000 and/or imprisoned up to two years. Commerce Committee. March 23.

end your tape snarl with the startling new Spotmaster

Designed to provide the broadcast industry with the most profitable and efficient programming of spots and commercial announcements

Extensively researched and field tested, **Spotmaster** recorder and playback units have proven their worth in operating radio stations running more than 300 spots per day. **Spotmaster** is a must for any station and is designed to give you easy conversion to an all cartridge operation. **Spotmaster's** synchronized automatic pulse cueing gives you amazing efficiency for tight programming. Check **Spotmaster** features below—and be sure to see a demonstration at the NAB Convention.





SPOTMASTER PLAYBACK eliminates the task of cueing and rewinding tapes. Several spots can be placed on one cartridge for rotating announcements without fear of replay until tape has concluded cycle. Operator gets 5 seconds to 41 minutes of playing time on each cartridge with synchronized automatic pulse cueing between each commercial. Cartridges can be changed in 1 or 2 seconds. All-transistorized playback for compact table top operation.

SPOTMASTER RECORDER gives you tapes of the highest quality — to 13,000 cycles at 7½ I.P.S. You get less distortion — less than 2%. Wow and flutter less than .2%. A full line of accessories are available to adapt **Spotmaster** to your specific broadcast operation.

For specifications, literature, full details, write or phone

BROADCAST ELECTRONICS, INC.
8800 Brookville Road, Silver Spring, Md. Telephone JU. 8-4983

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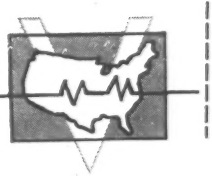
356 West 40th Street, New York 18, N. Y. Telephone PE. 6-5850



See Spotmaster Demonstrated at the NAB CONVENTION
April 3 - April 6 at the Visual Booth
Simply stop for an eye-opening demonstration of the most amazing development in cartridge programming. Get full details on Spotmaster's purchase or lease plan.

Keystone now has

1090 affiliated

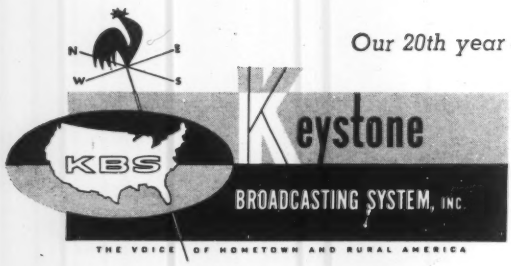
stations and is still growing

Keystone covers practically 100% of the C & D counties in the U.S.A. and is program-tailored for local interest.

Keystone delivers 87% coverage of all farm markets in the country, the greatest farm market coverage available, and at a cost that will surprise you. Buying Keystone gives you a personal representative in each market.

Keystone offers PLUS MERCHANDISING, specifically designed to fortify your advertising at the point of sale. Case histories are available for your examination. KEYSTONE advertising WORKS at the consumer level and at the dealer level!

Our 20th year — Established 1940



NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blvd.
DUnkirk 3-2910

CHICAGO
111 W. Washington St.
STate 2-8900

SAN FRANCISCO
57 Post St.
SUtter 1-7440

DETROIT
612 Penobscot Building
WO 2-4595

Keystone Broadcasting System, Inc. Dept. B-3
111 West Washington St., Chicago 2, Ill.

Please send us your complete station list and your farm market coverage survey.

Name_____

Address_____

Company Name_____

NEXT WEEK IN CHICAGO

Advance report on people, places, events at NAB convention

Broadcasters will move the industry's principal place of business to the Conrad Hilton Hotel, Chicago, starting next weekend, as the NAB's 38th annual convention gets under way.

Formal convention programming starts Monday, April 4, but there will be literally dozens of informal sessions, group meetings and social events.

After several Friday and Saturday meetings, including the new National Assn. of Fm Broadcasters membership session Saturday, the serious programming will start Sunday, Fm Day.

Events will run through April 6, winding up with the annual banquet.

Equipment exhibits will be located in the lower lobbies of the Conrad Hilton. The show is one of the nation's major industrial expositions. It will open Sunday noon. Following a custom set last year, the Tuesday afternoon schedule has been left open to permit visits to exhibits and to hospitality suites around the Conrad Hilton as well as the Sheraton Blackstone and other Chicago hotels.

A solemn feature of the 1960 convention will be a tribute to the late President Harold E. Fellows, scheduled the morning of April 4, by CBS Inc. President Frank Stanton.

Advance registrations indicate a near-record attendance, with strong possibility of an alltime record.

Registration at the hotel will start April 2 at 9 a.m. in the lower lobby of the Conrad Hilton. The next two days, Sunday and Monday, registration booths will open at 7 a.m. and remain open to 7 p.m. Everett E. Revercomb, NAB secretary-treasurer, is convention manager. The staff includes Ella Nelson, administrative assistant; William Carlisle, NAB station relations manager, in charge of registration desk; George E. Gayou, exhibits; John M. Couric, public relations manager, in charge of publicity.

The separate Engineering Conference, running April 4-6, is in charge of A. Prose Walker, NAB engineering manager.

Two major awards are scheduled. Clair R. McCollough, Steinman Stations, will receive the NAB Distinguished Service Award after delivering the convention keynote address. It will be presented by G. Richard Shafto, WIS-TV Columbia, S.C., chairman of the NAB Tv Board. FCC Comr. T. A. M. Craven will receive the NAB Engineering Award at the April 6 luncheon. It will be presented by Mr. Walker.

A feature of the annual meeting will be the annual NAB convention golf tournament for the BROADCASTING trophies. The tournament will be held Sunday, April 3, at Midwest Country Club, Hinsdale, Ill. Buses leave the south entrance of the Conrad Hilton at 9 a.m.

The April 4 luncheon speaker will be Secretary of State Christian A. Herter.

The Broadcast Pioneers banquet April 5 will feature an address by ex-President Harry S. Truman.

Official, sidebar events page 84
'Where to find it' directory page 86
Technical papers, agenda page 110
Major displays at exhibits page 90
Registration: who'll attend page 117

Registration • Lower Lobby, Saturday, April 2, 9 a.m.-5 p.m.; Sunday-Monday, April 3-4, 7 a.m.-7 p.m.; Tuesday-Wednesday, April 5-6, 12 noon-5 p.m.

SUNDAY, April 3

2:30-5 p.m. Waldorf Room

Fm Day Program • *Presiding:* Ben Strouse, WWDC-FM Washington.

Fm, Population Explosion: John F. Meagher, NAB radio vice president; Everett L. Dillard, WASH (FM) Washington, D.C.

Fm, the Count Up: Dr. Sidney Roslow, The Pulse Inc.; Frank Stisser, C.E. Hooper Inc.; Richard M. Allerton, NAB research manager.

The Fm Receiver Manufacturer Speaks: Henry Fogel, Granco Products; C.J. Gentry, Motorola Inc.; Ted Leitzell, Zenith Radio Corp.

Fm, an Official Evaluation: Robert D. Linx, FCC Field Supervisor, Conelrad.

If I Owned an Fm Station: Edward L. Barry, *Chicago Tribune;* Bernie Harrison, *Washington Evening Star.*

MONDAY, April 4

10:30-11:45 a.m. Grand Ballroom

General Assembly • *Presiding:* Thomas C. Bostic, KIMA Yakima, Wash., 1960 convention co-chairman. *Invocation:* The Reverend Kenneth Hildebrand, D.D., Central Church of Chicago. *Presentation of the Colors:* Great Lakes Naval Training Center Color Guard. *The National Anthem:* Great Lakes Naval Training Center Band. *Tribute:* to Harold E. Fellows, late NAB president: Dr. Frank Stanton, president, CBS Inc.

Keynote Address: Clair R. McCollough, Steinman Stations, chairman of NAB Policy Committee.

Presentation of NAB Distinguished Service Award: To Mr. McCollough by G. Richard Shafto, WIS-TV Columbia, S.C., chairman, NAB Tv Board.

12:30-2:15 p.m. Grand Ballroom

Luncheon and General Assembly • *Presiding:* Payson Hall, Meredith Publishing Co. Stations, 1960 convention co-chairman. *Invocation:* The Most Reverend Raymond P. Hillinger, Auxiliary Bishop of Chicago, St. Mel's Church. *"I Speak for Democracy,"* Richard J. Smith, national winner, Voice of Democracy competition.

Address: Christian A. Herter, Secretary of State.

ON TAP IN CHICAGO

Official agenda events and unofficial sessions. Conrad Hilton Hotel unless otherwise designated. Engineering Conference agenda page 110.

2:30-5 p.m. Williford Room

Radio Assembly • *Presiding:* John F. Meagher, NAB radio vice president.

Opening remarks: F.C. Sowell, WLAC Nashville, Tenn., chairman, NAB Radio Board.

Report to the Industry: Robert T. Mason, WMRN Marion, Ohio, chairman, All-Industry Radio Music License Committee; Emanuel Dannett, New York, counsel.

Prospects on a Silver Platter, SRA presentation: Lawrence Webb, managing director, Station Representatives Assn.

Standards of Good Practice: Cliff Gill, KEZY Anaheim, Calif., chairman, NAB Standards of Good Practice Committee; Frank U. Fletcher, Spearman & Roberson; Warren E. Baker, Chadbourne, Parke, Whiteside & Wolff.

2:30-5 p.m. Waldorf Room

Television Assembly • *Presiding:* Thad H. Brown Jr., NAB tv vice president. *Welcome:* Payson Hall, Meredith Publishing Co. Stations.

The Television Code—Time for Decision: Donald H. McGannon, Westinghouse Broadcasting Co., retiring chairman, NAB Tv Code Review Board; Mrs. A. Scott Bullitt, KING-TV Seattle; E.K. Hartenbower, KCMO-TV Kansas City; Joseph Herold, KBTV (TV) Denver; Robert W. Ferguson, WTRF-TV Wheeling, W.Va.; James M. Gaines, WOAI-TV San Antonio; George Whitney, KFMB-TV San Diego; Gaines Kelley, WFMY-TV Greensboro, N.C.; Edward H. Bronson, NAB tv code affairs director.

Television Information Office Report: Clair R. McCollough, Steinman Stations, chairman, Television Information Committee; Louis Hausman, director, Television Information Office.

Washington 1960—An Election Year: David Brinkley, NBC; Mr. Brown; Vincent T. Wasilewski, NAB government relations manager.

TUESDAY, April 5

10-11:30 a.m. Grand Ballroom

Radio Assembly • *The Nature of the Enemy,* slide-sound presentation outlining strength and weakness of competitive media, a presentation by Radio Advertising Bureau. Kevin B. Sweeney, president; Warren J. Boorom, vice president; Miles David; Robert H. Alter.

10 a.m.-12 noon Waldorf Room

Television Management and Ownership Conference • (Closed Session) *Presiding:* Mr. Shafto. Tv business session and NAB Tv Board elections.

12:30-2 p.m. Grand Ballroom

Luncheon and General Assembly • *Presiding:* Mr.

Bostic. *Invocation:* The Reverend Canon J. Ralph Deppen, Cathedral of St. James.

Address: Frederick W. Ford, FCC chairman.

2-5 p.m. No scheduled sessions.

WEDNESDAY, April 6

9-10:15 a.m. Williford Room

Labor Clinic • (Closed Session) *Presiding:* Ward L. Quaal, WGN Chicago, chairman NAB Labor Advisory Committee. *Participants:* Hulbert Taft Jr., Taft Broadcasting Co.; B. Lowell Jacobsen, NBC; Cecil Woodland, WEJL Scranton, Pa.; Charles H. Tower and James H. Hulbert, manager and assistant manager, NAB Broadcast Personnel & Economics Dept.

10:30 a.m.-12 noon Grand Ballroom

General Assembly • *Presiding:* Mr. Hall. *Moderator:* Mr. McCollough. *Panel discussion, members of FCC:* Mr. Ford, Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T.A.M. Craven, John S. Cross.

12:45-2:15 p.m. Grand Ballroom

Luncheon and General Assembly • *Presiding:* Warren L. Braun, WSVA Harrisonburg, Va., chairman, Broadcast Engineering Conference Committee. *Invocation:* Rabbi Richard G. Hirsch, University of American Hebrew Congregations, Chicago. *Presentation of NAB Engineers Award:* To Mr. Craven.

Address: Whitney North Seymour, president-elect, American Bar Assn.

NAB Business Session: Mr. McCollough presiding.

2:30-5 p.m. Williford Room

Radio Assembly • *Radio's Public Relations—Your Job:* Robert L. Pratt, KGGF Coffeyville, Kan., chairman, NAB Public Relations Committee.

Promotion as a Radio Management Function: Charles A. Wilson, WGN Chicago; Janet Byers, KYW Cleveland; James Bowermaster, WMT Cedar Rapids, Iowa; John J. Kelly, Storer Broadcasting Co. A presentation by Broadcasters' Promotion Assn.

If I Were Your Program Director: Mitch Miller, Columbia Records.

2:30-5 p.m. Waldorf Room

Television Assembly • *Presiding:* Mr. Brown. *How Good Must We Be:* Television Bureau of Advertising presentation. Norman (Pete) Cash, TvB president; William MacRae, station relations director; George Lindsay, central division director.

Spending Money to Make Money: Moderator, Mr. Tower. "The Automated Station, a Case History," Roger Read, WKRC-TV Cincinnati. "The Economics of Video Tape," panel: Russ Baker, Ampex; Lawrence Carino, WWL-TV New Orleans; Frederick H. Houwink, WMAL-TV Washington; George Stevens, KOTV (TV) Tulsa, Okla; E.C. Tracy, RCA.

7:30 p.m. Grand Ballroom

Annual convention banquet.

Satellite activities

FRIDAY, April 1

9-5:30 p.m. **Assn. for Professional Broadcasting Education,** board meeting and luncheon. Room 18.

SATURDAY, April 2

9 a.m.-5:30 p.m. **Assn. for Professional Broadcasting Education,** membership meeting. Room 18.

10 a.m.-5 p.m. **National Assn. of Fm Broadcasters,** membership meeting, Waldorf Room.

2:30 p.m. **Assn. of Maximum Service Telecasters,** technical committee. Sheraton-Blackstone.

6:30 p.m. **Assn. of Maximum Service Telecasters,** board meeting. Room 9.

SUNDAY, April 3

9 a.m.-5:30 p.m. **ABC Affiliates Meeting,** Grand Ballroom.

9 a.m. Buses leave south entrance of Conrad Hilton for BROADCASTING golf tournament.

9:30 a.m.-12:30 p.m. **Assn. of Maximum Service Telecasters,** membership meeting. Bel Air Room.

10 a.m.-12 noon **National Assn. of Fm Broadcasters,** Waldorf Room.

11 a.m. **Regional Broadcasters.** Williford-C.

11 a.m.-1 p.m. **Daytime Broadcasters Assn.,** membership meeting. Room 14.

12:45-3 p.m. **Assn. of Maximum Service Telecasters,** board luncheon, Room 9.

1 p.m. **MBS Affiliates Advisory Committee,** Royal Skyway Suite 2306.

2 p.m. **ABC-TV Affiliates Meeting,** Grand Ballroom.

3:30 p.m. **NBC-TV Affiliates Meeting.** Palmer House. Red Lacquer Room.

3:30-5:30 p.m. **Clear Channel Broadcasting Service,** membership meeting. Room 13.

5:30-7:30 p.m. **ABC Affiliates Reception,** Williford A & B.

6:30 p.m. **CBS-TV Reception and Banquet.** Ambassador Hotel.

MONDAY, April 4

8-10 a.m. **NAB Television Code Review Board,** breakfast. Room 12.

8-10 a.m. **Quality Radio Group,** breakfast. Room 9.

8-10:15 a.m. **Tv Stations Inc.,** membership breakfast. Sheraton-Blackstone, Mayfair Room.

TUESDAY, April 5

8:30-10 a.m. **Society of Television Pioneers,** membership breakfast. Lower Tower.

3 p.m. **NAB Engineering Advisory Committee,** Sheraton-Blackstone, Ivy Room.

7:30 p.m. **Broadcast Pioneers Banquet.** Speaker, Former President Harry S. Truman. Grand Ballroom.

WHERE TO FIND IT

All exhibits of equipment manufacturers will be in the lower lobby Exhibition Hall of the Conrad Hilton during the NAB convention. Exhibit space and the hospitality suites assigned as of March 23 in the Conrad Hilton or other hotels are shown.

Giant directory boards in the Conrad Hilton and Sheraton Blackstone lobbies will show associate members' suites. All suite designations are in the Conrad Hilton unless otherwise specified. (E) indicates exhibit space; (H) hospitality suites.

EQUIPMENT MANUFACTURERS

Adler Electronics ..... (E) Space 24
Albion Optical Co. ..... (E) Space 39N
Alford Mfg. Co. ..... (E) Space 25
Alto Fonic ..... (E) 45N
Ampex Corp. ..... (E) Space 32
Bauer Electronics Co. ..... (E) Space 38N
Cellomatic Corp. ..... (E) Space 37N
Collins Radio Co. ..... (E) Space 34
Caterpillar Tractor Co. ..... (E) Space 36
Conrac Inc. ..... (E) Space 23
Continental Electronics ..... (E) Space 33
Continental Mfg. ..... (E) 41N
Dage Div. ..... (E) Space 3
Electronic Applications ..... (E) Space 6
Fairchild Camera ..... (E) Space 9A
Foto-Video Labs ..... (E) Space 19
Gates Radio Co. ..... (E) Space 2
General Electric Co. ..... (E) Space 31
General Electronics Labs. ..... (E) Space 35
General Precision Lab. ..... (E) Space 26
Harwald Co. ..... (E) Space 12
Hughey & Phillips ..... (E) Space 30
Industrial Transmitters ..... (E) Space 11
Kahn Research Labs ..... (E) Space 5
Keystone Broadcasting System ..... (H) 806
Kliegl Bros. ..... (E) Space 17
Lumitron Div. ..... (E) Space 15
Mackenzie Electronics ..... (E) Space 9B
Minneapolis Honeywell ..... (E) Space 10
Minnesota Mining ..... (E) Space 40N
Programatic Bcstg. ..... (E) Space 1
RCA ..... (E) Space 21
Raytheon Mfg. Co. ..... (E) Space 1-A
Sarkes Tarzian Inc. ..... (E) Space 18
Schafer Custom Engineering (E) Space 14
Standard Electronics ..... (E) Space 28
Telechrome Mfg. Corp. ..... (E) Space 20
Telecontrol ..... (E) Space 44N
TelePrompTer Corp. ..... (E) Space 22
Telescript-CSP ..... (E) Space 8
Television Specialty Co. ..... (E) Space 43N
Tower Construction Co. ..... (E) Space 16
Utility Tower Co. ..... (E) Space 4
Visual Electronics Corp. ..... (E) Space 27

GOVERNMENT

U.S. Army ..... (E) Space 42N

NAB CONVENTION OFFICES

Convention Manager ..... Room 1
Everett E. Revercomb, Sec.-Treas.; Ella Nelson, Admin. Asst.
Engineering Conference ..... Room 115, Sheraton-Blackstone.
A. Prose Walker, Manager
Convention Exhibits ..... Exhibition Hall
George E. Gayou, Exhibit Manager
Convention News ..... Room 3
John M. Couric, Public Relations Mgr.
Convention Program ..... Room 1
Howard H. Bell, Assistant to the President in charge of Joint Affairs

NAB STAFF OFFICES

Radio ..... Room 2
John F. Meagher, Vice President
Television ..... Room 2
Thad H. Brown Jr., Vice President
Broadcast Personnel-Economics ..... Room 4
Charles H. Tower, Manager
Government Relations ..... Room 2
Vincent T. Wasilewski, Manager
Legal ..... Room 2
Douglas A. Anello, Chief Attorney
Organizational Services-APBE ..... Room 4
Frederick H. Garrigus, Manager
Research ..... Room 4
Richard M. Allerton, Manager
Station Relations ..... Lower Lobby
William Carlisle, Manager
Television Code Affairs ..... Room 4
Edward H. Bronson, Director

NETWORKS

ABC-Radio and ABC-TV ..... (H) 2320-25
CBS-Radio ..... (H) 1806
CBS-TV ..... (H) 2305A-11A
Keystone Broadcasting System ..... (H) 806
Mutual ..... (H) Royal Skyway Suite
NBC ..... (H) Sheraton-Blackstone Presidential Suite
NTA ..... Sheraton-Blackstone

PROGRAM SERVICES

ABC Films Inc. ..... (H) 1706
AT & T ..... (H) 1618A
M & A Alexander Prod. ..... (H) 2419A
CBS Films Inc. ..... (H) 2316-19
Community Club Services ..... (H) 2106
Crosby-Brown ..... (H) Sheraton-Blackstone
Futursonic Productions Inc. ..... (H) Unassigned
Harry S. Goodman Prod. ..... (H) 1106A
Governor Television Attr. ..... (H) 1218A
Guild Films ..... (H) Ambassador East
Independent Tv Corp. ..... (H) Unassigned
King Features Syndicate Tv ..... (H) 2335A
Lang-Worth Feature Programs ..... (H) 2506
MCA-TV ..... (H) 2400
MGM-TV ..... (H) 2406
Magne-Tronics ..... (H) 723
Modern Broadcasting Inc. ..... (H) 1034A
Modern Talking Picture Serv. (H) 2119A
Pams Productions ..... (H) 1035A
Programatic (Muzak) ..... (H) 605
RCA Recorded Program Services (H) 600
Roy Rogers Syndication ..... (H) 918A
Screen Gems ..... (H) 2500
SESAC ..... (H) 1206A
Trans-Lux Television Corp. ..... (H) 1906
World Broadcasting System ..... (H) 1900
Ziv-United Artists Inc. ..... (H) 2300

RESEARCH ORGANIZATIONS

American Research Bureau ..... (H) 900
A.C. Nielsen Co. ..... (H) 1000
Pulse Inc. ..... (H) 2106A

STATION REPRESENTATIVES

Am Radio Sales (H) Sheraton-Blackstone
Avery-Knodel ..... (H) 1108-09 Sheraton-Blackstone
Elisabeth M. Beckjorden ..... (H) 2508, Executive House
Chas. Bernard Co. (H) Ambassador-East
Blair Television Assoc. ..... (H) Drake Hotel
Blair-Tv ..... (H) Drake Hotel
John Blair & Co. ..... (H) Drake Hotel
The Bolling Co. ..... (H) 1100
Branham Co. ..... (H) Congress Hotel
Broadcast Time Sales ..... (H) Unassigned
CBS Radio Spot Sales ..... (H) 1806
CBS Tv Spot Sales ..... (H) Unassigned
Henry I. Christal Co. ..... (H) 1306
Robert E. Eastman ..... (H) 2704
Everett-McKinney ..... (H) Executive House
Forjoe & Co. ..... (H) Congress Hotel
Gill-Perna ..... (H) 1300
H-R Reps., H-R Tv ..... (H) 3510-12
Harrington, Righter & Parsons (H) 708-10 Sheraton-Blackstone
Headley-Reed ..... (H) 700
George P. Hollingbery ..... (H) 1600
Hal Holman Co. ..... (H) 1022-23
The Katz Agency ..... (H) 3803 Executive House
Jack Masla & Co. ..... (H) Unassigned
Meeker Co. ..... (H) 1700
McGavren ..... (H) Executive House
NBC Spot Sales ..... (H) Sheraton-Blackstone
John E. Pearson ..... (H) Executive House
Peters, Griffin ..... (H) Sheraton-Blackstone
Edward Petry & Co. ..... (H) 1400
Radio-TV Representatives ..... (H) 1105A
Paul H. Raymer Co. ..... (H) 3704 Executive House
Television Adv. Reps. ..... (H) Drake Hotel
Vernard, Rintoul, McConnell ..... (H) 2100
Weed ..... (H) 2110 Prudential Plaza
Adam Young Cos. ..... (H) 2200

MISCELLANEOUS

Advertising Age ..... (H) 1306A
AP ..... (H) Sheraton-Blackstone, Floor 1
Broadcast Advertisers Reports ..... (H) 719A
BROADCASTING ..... (H) 706A
Media-Scope ..... (H) 935A
Printers Ink ..... (H) 706
Radio Advertising Bureau ..... (H) 1523
Radio Television Daily ..... (H) 906
Sponsor ..... (H) 1106
Standard Rate & Data (H) 1706A, 935A
Television Age ..... (H) 1606
Television Bureau of Advertising (H) 819
Television Information Office 819A
Television Magazine ..... (H) 2506A
Tv Stations Inc. ..... (H) 2023A
United Press Movietone ..... (H) 500
U.S. Radio ..... (H) 923
Variety ..... (H) 806A

A Special Message
to Dresser-Ideco
Guyed Tower Owners

How to build a TALLER TOWER and save 20%

Now you can raise your antenna height as much as 750′ and do the job for about 20% less than the cost of building an entirely new tower.

A new Dresser-Ideco engineering development makes this possible. We're now able to use sections of your present guyed tower, together with new sections, to create a taller tower at a considerable saving. You need never be off the air while the height increase is being made, and when you're through you'll have a standby tower left.

In one case, for example, we plan to increase a 1000′ tower to 1675′, keep the station on the air throughout the change-over, and leave a 400′ standby tower in the bargain. The complete cost for doing this job is $59,000 less, or 20% less, than it would cost to build an entirely new tower.

For some stations, the saving will be proportionately more. In almost no case will it be any less. The exact amount will vary with the height change, wind load, and type of antenna involved.

In any case, if you own a Dresser-Ideco guyed tower and want all the advantages of increased antenna height, this new Dresser-Ideco development is worth investigating. It won't cost you a penny to do so.

Let us show you the exact cost comparison for your station. Call or write us now . . . Dresser-Ideco Company, Tower Division, 875 Michigan Avenue, Columbus 15, Ohio. (Branch: 8909 South Vermont Ave., Los Angeles 44, Calif.)

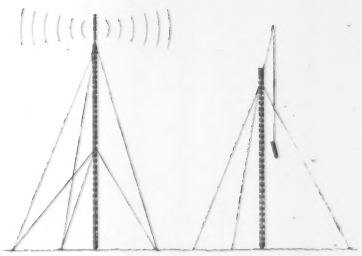
Dresser-Ideco Company

DRESSER IDECO ®

DRESSER INDUSTRIES INC.

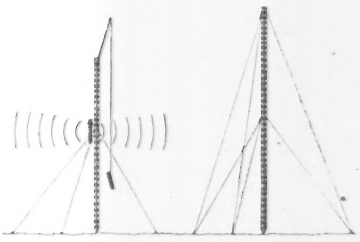
OIL • GAS • CHEMICAL
ELECTRONIC • INDUSTRIAL

1



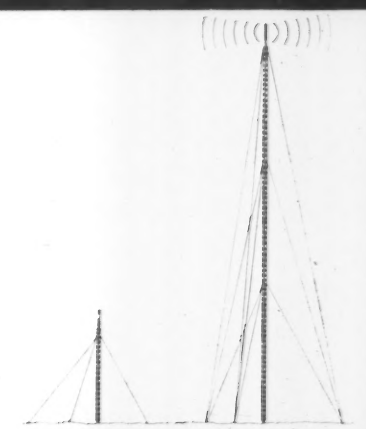
STEP 1 You're always on the air during change-over to a taller tower. Operations continue from present tower and antenna while new tower sections are erected on new foundations.

2



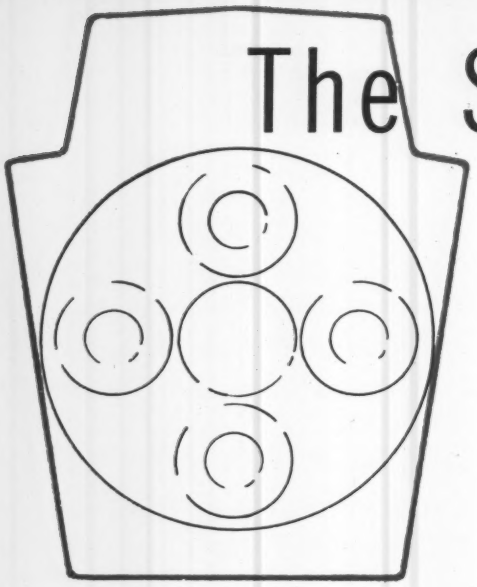
STEP 2 Standby antenna is side-mounted on present tower. Operations switch to, and continue from, this side-mounted antenna while top sections of present tower are dismantled and re-erected on top of new tower.

3



STEP 3 Antenna and lines are erected on new tower. Station switches to new operation. Standby tower remains for future use.

The Shape of Things t



Here is the "shape" that means truly fine pictures . . . the shape of the all new black-and-white television camera, the RCA TK-12. This is the camera that gives you sparkle and impact in your commercials, whether live or taped. Your advertisers' products can be revealed clear and sharp, in all their fine detail . . . Shadings and colorings stand out, with brilliance and realism.

This completely new camera uses the large new RCA 4½-inch Image Orthicon tube. The 50% increase in image size results in the same degree of extra quality and detail you would expect from using a larger negative in advertising photography.

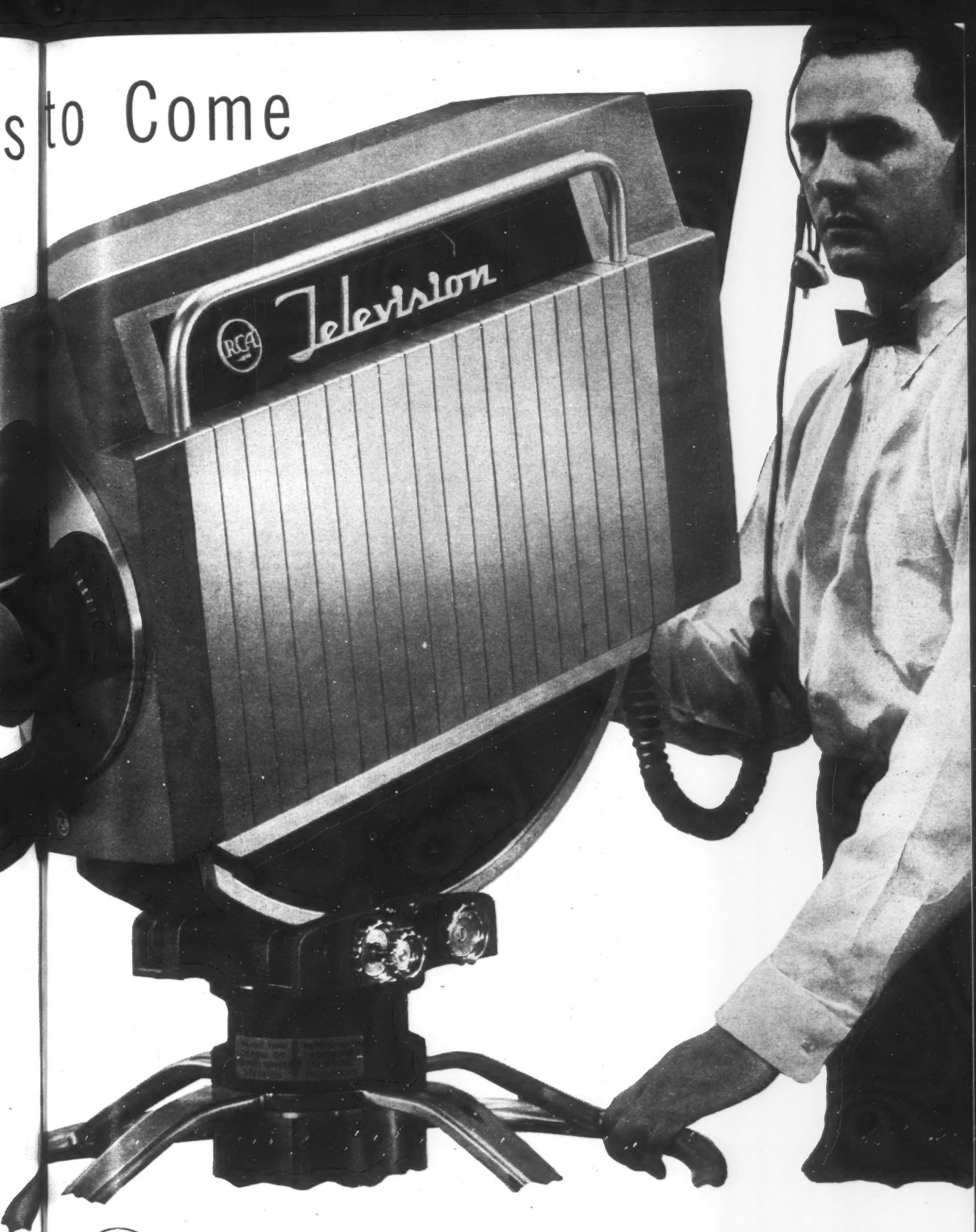
Here is the camera for top telecasters, for those with the reputation of providing their advertisers with the very best.

For the Finest Picture in Town!

NEW MONOCHROME TV CAMERA—TK-12
WITH 4½-INCH IMAGE ORTHICON

See it in Action at NAB!

s to Come



RCA Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

CONVENTION EXHIBITS

Latest developments in broadcasting equipment and services will be shown in Exhibition Hall and explained by company personnel in hospitality suites around the Conrad Hilton Hotel during the NAB April 3-6 convention in Chicago. All equipment exhibits are located in Exhibition Hall, on the lower lobby level. Program and film service groups will be located all over the hotel and in the neighboring Sheraton Blackstone.

Following are summaries of the individual exhibits to be shown in Exhibition Hall:

Equipment manufacturers

ADLER ELECTRONIC INC.
Space 24

Adler's equipment and displays will include its RT-3 heterodyne repeater, tv microwave system for off-air pickup, intercity relaying, tv-STL and remote pickups; UST-10, 10 w translator, FCC-approved, for extending tv station coverage to unserved areas; RA-7, 100 w translator-amplifier, claimed by Adler to be the first FCC-approved equipment for extruding translator coverage to larger unserved communities.

UST-100, 100 w uhf tv transmitter for serving communities with locally originated programs; unitized uhf antennas, for tv translators and upper uhf frequency transmitters, may be stacked horizontally or vertically for any desired gain or coverage pattern; VCA-1 low noise vhf preamplifier, for use in weak signal areas by translators.

Displays include a map of the location of translators which have added 2¼ million people to the audience of 100 tv stations; an educational tv rebroadcast system for western North Carolina; and an inter-city tv microwave system.

Personnel: Ben Adler, Alfred Strogoff, Stanley Lapin, Emanuel Strunin, Edward Galuska, Hanry Shapiro, Mel Berstler, John Klindworth, L.A. Wallace, Robert Sinks, Willard Colvin, Arthur Turner, Roy Bright, Joseph DeBragga, James P. Quinn, Don Carmichael, Martin Silver.

ALBION OPTICAL CO.
Space 39N

Albion will display Taylor-Hobson, England, professional lenses for motion pictures and tv. Included will be the Cooke Speed Panchro, Kinetal and Ortal lenses, Varotal lenses, studio and outside broadcast lenses, and servo controlled variable focal length lenses.

Taylor-Hobson studio and outside broadcast zoom lenses will be displayed in operation on various tv cameras at the RCA, Ampex, and E.M.I. (Telechrome) booths.

Personnel: Benjamin Berg, Arthur Challinor, M. Stechly.

ALFORD MFG. CO.
Space 25

Alford manufactures tv broadcast antennas, diplexers, coaxial switches. The display will feature tv broadcast antennas and the recently marketed 3⅛ in. coaxial switch.

Personnel: Harold H. Leach, Thomas E. MacKenzie.

ALTO FONIC TAPE SERVICE
Space 45N

Personnel: D. Allen Clark, Walter Merila

AMPEX CORP.
Space 32

A completely equipped tv studio for color and black-and-white program production will be operated during the convention. It will include Marconi IV cameras. Latest techniques in tape operation of tv stations will be demonstrated, including playback of tapes of various picture standards used around the world.

Do-it-yourself machines will give broadcasters a chance to operate vtr equipment. A mobile Videotape unit will be exhibited. The audio recorders will feature the full-track and two-channel machines (Model 351), a two and four-track stereo reproducer (Model 352-2/4) and a three-channel master recorder (Model 300-3).

An Ampex recorder (Model 351) will be mounted on a shaker table as a torture test. A recording head with 30,000 hours service will be displayed. Ampex plans a hospitality suite (505-A).

Joseph Roizen, manager of application engineering for the video division, will deliver a paper at the Engineering Conference on maintenance of the Videotape recorders.

A new tv tape system giving the viewer a far better picture will be demonstrated in the exhibit. Other displays include still-frame viewing of recorded tapes, special effects equipment and intersynchronization of multiple sources for electronic editing into a composite tape.

Personnel: George I. Long Jr., Robert L. Sackman, Phillip L. Gundy, Neal K. McNaughten, Charles P. Ginsburg, A. R. Hopkins, Thad Holt, Bob Paulson, Gerry Miller, Warren Anderson, Don Truax, Bob Baker, Rein Narma, Mark Woodworth, Bill Fink, Bob May, Don Power, Anthony Beddow, Marcel Greffard, Thomas Pressley, Jack Woolley, Jack Miller, Ellis Walker, Denis Waitley, Marty Anderson, Ross Snyder, Eldon Brown, Don Kleffman, Jack Neitlich, Tony Severdia, Chuck Swisher, Joe Roizen, Charles Riley, Cyril Teed, Bill Barnhart, Harold Clark, Byrne Hull, Charles Crum, Harold Hummel, C. E. Anderson, Paul Tarrodaychik, Sid Damron, Roger Hibbard, Don Horstkorta, Stan Younger, Emil Trojack, Mike Maryatt, Alex Maxey, Jack Hauser, Tom Merson, Russ Ide, Bob Day, Russ Baker, Frank Gonzalez Jr., Russ Williams, Len Hase, Milton Norton, Francis Nault, Jack Flynn, Donald Creswell, Ken Herring, Lou MacDonald, Al Slater, Henry Davis, Jack Harvey, Frank Benson, Charles McNamee, Lewis Parson, Jules Joslow, Eugene Sudduth, Ed Aleks, Bill Wallace.

BAUER ELECTRONICS CORP.
Space 38N

Model 707 1000/250 w "Bauer Kit" transmitter will be displayed. Claimed to be the first "assemble-your-own" transmitter developed for broadcast industry, an assembled kit will be on display.

Display will also include pictorial exhibit of FB-5000-J 5000 w am transmitter.

Personnel: Fritz Bauer, Paul Gregg, Duncan Peckham.

BOGEN-PRESTO DIV.
(Siegler Corp.)
Space 46N

Products to be shown include tape and disc recorders, and amplifiers and turntables.

Personnel: Thomas L. Aye, Lawrence E. Epstein.

CATERPILLAR TRACTOR CO.
Space 36

Diesel and natural gas sets for primary or standby power will be displayed. Caterpillar manufactures, besides tractors and graders, diesel industrial and marine engines and sets and maintains international distribution with some 145 dealers and 800 branches throughout the world. The company is a radio-tv advertiser.

Personnel: C. U. Stone, D. U. Shupp, R. V. Bradley and B. P. Bessert.

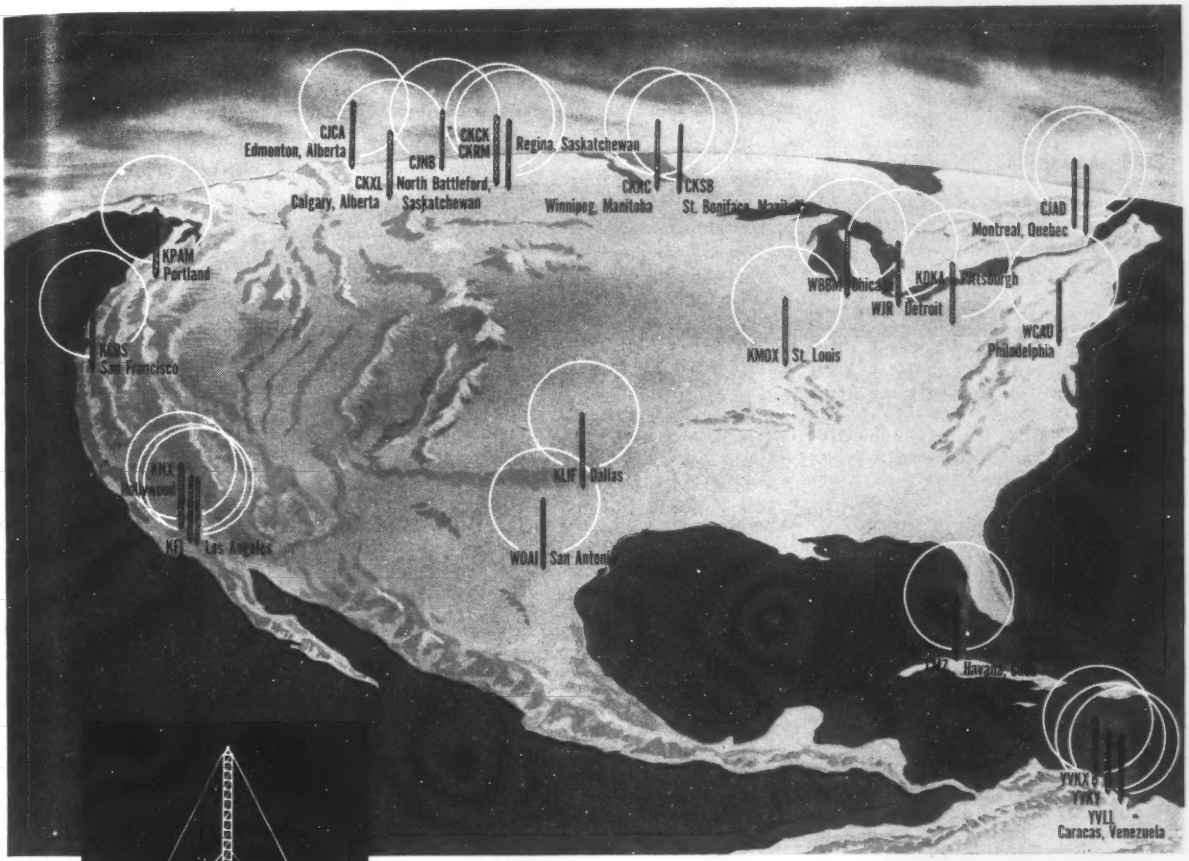
CELLOMATIC CORP.
Space 37N

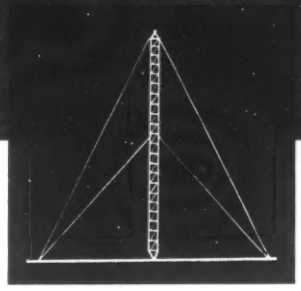
Cellomatic Corp. will demonstrate three new projectors to introduce new types of projection equipment for television stations, all of which will be on a rear projection screen.

Personnel: Thomas Howell, Milt Rogin, William Walsh, Owen Zapel, and Ernest Vetter.

COLLINS RADIO CO.
Space 34

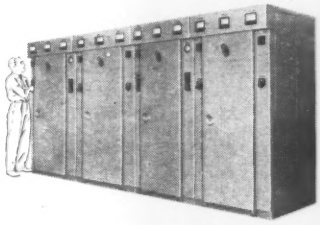
A number of new broadcast items will be introduced by Collins featuring new editions and additions to the automation system, various other newly developed equipments plus new engineering units





These NEW AM Radio Transmitters Speak with Continental Authority!

Here are preferential new installations made by discriminating major broadcasters. They indicate the proven quality, reliability and acceptance of Continental Electronics Transmitters



317B 50 KW installations include: WJR, KLIF, WOAI and KFI, with WOR equipment in factory test.

Continental Electronics Co
MANUFACTURING COMPANY
4212 S. Buckner Blvd. • Dallas, Texas
SUBSIDIARY OF LING-ALTEC ELECTRONICS, INC.

designers and builders of the world's most powerful radio transmitters

which have not been sold by Collins previously. The display will include:

M-20 microphone, lavalier type, with frequency response from 60-18,000 cps; M-40 microphone, desk stand type, with frequency response from 40-20,000 cps. Both feature non-metallic diaphragms.

M-60 single channel microphone-amplifier, a self-contained unit including a transistorized amplifier, mercury battery and headphone; 212G-1 speech input console, self-contained, features modular construction, uncrowded control panel; CS-8, CS-12 speakers with double cone Radax construction with peak power handling capacity of 40 w. Collins announcer, three channel amplifier-console, a 68-pound transistorized unit including two TT-220 turntables.

Personnel: E. S. Gagnon, H. O. Olson, B. V. Hite, F. C. Gebhardt, R. E. Richards, C. H. Smith, F. H. Damm, R. M. Winston, E. G. Randolph, J. M. Haerle, J. H. Speck, C. P. Glade, T. W. Sharpe, E. C. Whitaker, G. R. Schneider, G. M. Bergmann, J. F. Stanbery, H. W. Hepler, F. P. Wallace, L. H. Leggett, R. N. Edwards, D. W. Hoisington, R. J. Henry, J. A. Chenoweth.

CONRAC INC.

Space 23

Conrac will exhibit its standard line of video monitors, ranging in size from 8-27 inches. Also on display will be the off-the-air receiver, Model AV12C.

Personnel: W. J. Morlland, R. M. Alston, J. G. Jones, C. A. Nichols, P. Wickham, K. Williams.

CONTINENTAL ELECTRONICS

Space 33

Continental will exhibit its new 50 kw broadcast transmitter, which will be shown complete with all components except the blower. The transmitter (type 317B) has already been installed at four stations and is being prepared for shipment to a fifth.

Personnel: James O. Weldon, W. M. Witty, Thomas B. Moseley, Mark W. Bullock, W. D. Mitchell, R. P. Buckner, Ray Tucker, Vernon Collins.

CONTINENTAL MFG. INC.

Space 41N

Fm multiplex receivers, custom designed receivers and am-fm tuners will be among products on exhibit.

Personnel: Ray B. McMartin, Leonard Hedlund, Ray Unrah, Bob Farnsworth, Bruce Trimble.

DAGE DIV. OF THOMPSON-RAMO-WOOLDRIDGE INC.

Space 3

Dage Div. will maintain its own space (last year it shared with Gates Radio Co.), displaying mobile studio console, Tele-Tran Back-Pack, fully-transitorized twin sync generator and other equipment. Tele-Tran unit is designed for political conventions and other remote purposes and weighs 13-14 pounds with battery. New ETS mobile studio console accommodates three-camera system and is flexible for remote use and for expanding transmitter operations at reasonable cost. Dage has fixed and mobile consoles for complete broadcast service and compatible for closed circuit tv operation.

Personnel: J. L. Leahy, Dale Schonmeyer, Allan Finstead, Joe Alinsky, Wells Chapin, Lloyd Matter, Bill Elmander.

ELECTRONIC APPLICATIONS INC.

Space 6

Included in the display will be EMT 940 turntable, EMT special cables and other units, portable tape recorder, studio and field microphones and fm operations relay receivers.

Personnel: John Costello, Truus M. Skee, Vincent J. Skee.

FAIRCHILD CAMERA & EQUIPMENT CORP.

Space 9A

The "Mini-Rapid" F316A automatic film processor will be demonstrated by Fairchild. This is an automatic, leaderless, loading and self-threading unit. Fairchild will show its "Cinephonic-16" magnetic sound camera—a hand-held, single system 16mm camera.

Personnel: Herbert M. Oshan, Gerard J. Morio, Homer B. Voorhest, Richard Goldberg.

FOTO-VIDEO LABS INC.

Space 19

The new V-515 Vidicon camera and control unit will highlight the Foto-Video Labs' display of new equipment. The instrument, small enough without its lens system to store in an overcoat pocket, is modularized and has power controls that safeguard the circuit from shorts and overloads.

Other equipment on display will be high-definition live tv cameras, utility and professional monitors, transistorized power supplies, closed-circuit sync generator (portable and rack mounted), video test centers and foto products.

Personnel: A. J. Baracket, T. R. Kennedy Jr., S. Joseph Carris, Don Foyer, Joe Kaspar, Hans Nord, Larry Nagy, R. D. Hamilton.

GATES RADIO CO.

Space 2

New equipment to be exhibited by Gates will include the FM-10A 10 kw fm transmitter, professional 12-inch transcription turntables and an M-5693 modulation monitor.

Gates' fm transmitter features a new development called varialine tuning, a method of tuning a single ended vhf amplifier.

A portion of a parallel plate transmission line is made variable to capacity tune the line to operating frequency, with neither mica nor vacuum capacitors needed in the tank turntable.

The 12-inch turntable is identical to older models except for its more compact size.

Other Gates products to be on display: 5 kw am transmitter, with silicon rectifiers; 5 kw tv transmitter for both color and black and white; 1 kw am transmitter; two spot tape recorders (accommodating 101 spot announcements on separate tracks and using an indexing system for selection). The tape itself is a vertical-playing belt 13 inches wide. In addition there are several speech input systems, remote amplifiers, frequency monitors, leveling amplifiers and the Nite Watch automatic programming system.

Personnel: P.S. Gates, Larry Cervone, Norbert Jochem, Edward Wilder, John Price, Gene Edwards, Franz Cherny, Tom Humphrey, C.O. Morgan, Bill Moats, Dick Spruill, Joe Engle, Bob Hallenbeck, London England, Urlin Whitman, Wally Warren, Abe Jacobowitz, Stan Whitman.

GENERAL ELECTRIC CO.

Space 31

A new tv film projection claimed to inject new life into old films will be shown by General Electric. It was designed by Eastman Kodak Co. for GE, to be used with the Vidicon camera.

Eastman's new 16 mm continuous tv projector (Model 350) "is the most significant development in tv projection in 15 years," according to John Wall, GE broadcast sales manager. "Now local stations can combine the economy of 16 mm projection with 35 mm quality." Effects of scratches and dirt particles are practically eliminated and a steadier image is produced on the screen, he said.

The improved image is attained through an optical system using tilting, rotating mirrors that follow the film as it passes over the projection gate, reflecting an immobilized and stable image into the system, it was explained, with additional steadiness attained by the projector's capacity to compensate automatically for film shrinkage.

Full capabilities of the GE Vidicon camera are utilized by applying an image to the tv system 100% of the time as opposed to the 30% to 50% light application found in conventional intermittent projectors, according to GE. The film moves over the projection gate without clamping, extending print life. Film motion can be reversed for cueing or stopped for still projection at any time. The system can be adapted to all tv systems.

Other products in the exhibit will include a new tv studio monitor (TM-21-A) and other monitoring equipment; several lines of cameras; a 10 kw low and high-channel vhf transmitter (TT-32-B), other audio and video equipment and microwave units. A hospitality suite (Room 1500) will be maintained.

Personnel: Robert L. Casselberry, John Wall, Charles J. Simon, Harold Towlson, Richard Putman, John Jones, Frank Bias, William G. Broughton, Lewis F. Page, Earl H. Platt, James M. Comer Jr., Thomas F. Bost Jr., Vernon H. Russell, Robert E. Lauterbach, James Douglas, Robert Cochran, Hugh Granberry, Hal Condo, John Watter, C.H. Jensen, A.F. Carl, M.R. Duncan, Charles H. Lake.

GENERAL ELECTRONICS LABS

Space 35

Products to be shown by General Electronic include 15 kw and 1 kw fm transmitters with fm multiplex exciters. These include main channel exciter, subchannel generator and power supply in integrated cabinet.

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NAB PREVIEW

EXHIBITS CONTINUED

GPL DIVISION OF GENERAL PRECISION INC.
Space 26

GPL will exhibit a new high-resolution vidicon film chain and remote vidicon camera chains. In addition, video recorders, sync generators, video switchers, 35 mm telecast projectors, video and pulse distribution amplifiers and tv projection systems will be shown.

Personnel: N.M. Marshall, E.J. Manzo, A.F. Brundage, L.L. Pourciau.

HARWALD CO.
Space 12

Harwald again will display film inspection and editing equipment, with related gear including a 16 mm projector and such items as splicers and racks.

Personnel: Robert Grunwald, Richard Wallace, Howard Bowen, Paul Browder, Sam Caldwell, Maurice Dalton, Ray Short.

HUGHEY & PHILLIPS
Space 30

Hughey & Phillips will display tower obstruction lighting equipment featuring new tower lighting isolation transformers. Other equipment to be displayed includes: tower light control and alarm units for unattended microwave relay stations; photoelectric control and beacon flasher units; beacons; obstruction lights and other control units.

Personnel: J.H. Ganzenhuber, H.J. Geist, R.L. Lang, F.J. Little Jr.

INDUSTRIAL TRANSMITTERS & ANTENNAS INC.
Space 11

ITA will exhibit a completely redesigned line of fm transmitters of 10 w through 15 kw, plus remote control and multiplex subgenerators and STL receivers.

The 1 kw, FM-1000B uses a 4CX1000A in the final operated grounded grid. The 5 kw transmitter, FM-5000B, has been rated for 7500 w operation and the 10 kw transmitter, FM-10,000B, has been rated for 15,000 w operation. All transmitters have been designed for remote control and multiplex operations.

Personnel: Bernard Wise, Eliot Barker, Clyde Heck, Stanley Friedman, Robert Jordan.

KAHN RESEARCH LABS INC.
Space 5

Kahn will exhibit a stereo exciter-driver system to permit compatible stereo broadcasts over a single am transmitter on two am receivers. Stereo is achieved by placing two standard am receivers about six feet apart and tuning each set to the respective upper and lower sidebands. Sideband rather than carrier tuning makes am fidelity comparable with fm, Kahn asserts.

Also to be shown; a compatible single sideband to double effective transmitter power, improve audio fidelity and reduce adjacent and co-channel interference; a symmetra-peak model used to increase coverage range of am, fm and tv voice transmissions and to improve overall limiter and AGC amplifier performance.

Personnel: Leonard R. Kahn, Kenneth B. Boothe.

KLIEGL BROS.
Space 17

A complete line of tv lighting fixtures, accessories, wiring devices and lighting selection and control equipment for monochrone and color telecasting will be demonstrated. Featured will be a new SCR semiconductor dimmer using silicon controlled rectifier.

Personnel: Herbert R. More, William F. Morris, David Safford.

MACKENZIE ELECTRONICS INC.
Space 9B

MacKenzie Electronics will present its complete broadcast line of automatic injection announcing and sound effects equipment including the 5CPB program repeater, an instant cueing device for playing of pre-recorded spot announcements, station breaks, jingles, etc., with instantaneous stop-start operation. Also to be unveiled for the first time will be a new recording unit.

Personnel: Louis G. MacKenzie, Norman J. Ostby, Wayne Graham, Jim Tharpe.

METROPOLITAN ELECTRIC MFG. CO.
Space 15

Metropolitan will display its light control systems including the lumitron magnetic amplifier, the controlled junction rectifier (C-J-R) dimmers and complete studio lighting facilities.

Personnel: Jim Connolley, Paul Shapiro, Bill Shelley, Jim Shelley, Charles Shevlin,

MINNEAPOLIS-HONEYWELL REGULATOR CO.
Space 10

Minneapolis-Honeywell will display its latest model of the transmitting station parameter automatic logger, consisting of two parts. One placed at the transmitter will measure and telemeter the parameters. The other at the studio will automatically record on a 12-inch wide strip and chart all of the various parameters, sequentially and continuously.

The recorder will log 15 different parameters, dwelling 30 seconds on each. Eight selective alarms are incorporated with the recorder which will light up when any parameter selected goes out of bounds either high and/or low.

Personnel: George McKnight, Gustave Ehrenberg.

MINNESOTA MINING & MFG. CO.
Space 40N

The complete line of Scotch brand magnetic products and accessories for broadcasting will be displayed. Among them are: audible range tapes, video tapes, the new VRB6-½ plastic spot commercial reel with shipping carton, available empty, or with 400 or 800 feet lengths of video tape, and new intermediate lengths of tape. All video tapes will have preburnished feature which reduces signal drop out.

Personnel: C. L. Alden, W. H. Madden, D. T. Windahl, Bert Holmberg, D. J. Slattery, J. S. Savidge, R. D. Stoll.

MIRATEL INC.
Space 47N

Products are video monitors and citizens band radio transmitters-receivers, Conelrad receivers, power supplies, audio controlled relays and program failure alarm.

Personnel: William S. Sadler, H. E. Kurzweg, N. C. Ritter.

MUZAK CORP.
(Programatic Broadcasting Service)
Space 1

Programatic will demonstrate its new fully automatic radio programming service under actual working conditions, showing how commercials and complete pre-recorded programs, with network cutins, may be integrated into virtually any broadcast schedule. A hospitality suite will be maintained in Room 605.

Personnel: John Esau, Robert H. Prater, Robert E. Fender, Gus Weber, Joseph W. Roberts and David Bain.

RCA
Space 21

A line of new tv broadcast "designed to facilitate local station or network operations and bring a living picture into the home" will be shown by RCA. Topping the exhibit will be a new monochrome camera with "a big-image 4½-inch eye," an automation system display for all-day tv programming and an advanced tv tape recorder "with the ability to edit program material electronically."

The three devices are "valuable tools to enable the broadcaster to produce a picture of higher quality than ever before possible," said C. H. Colledge, general manager, RCA Broadcast & Television Equipment Div. "The RCA array of equipment is the largest ever displayed at an NAB convention."

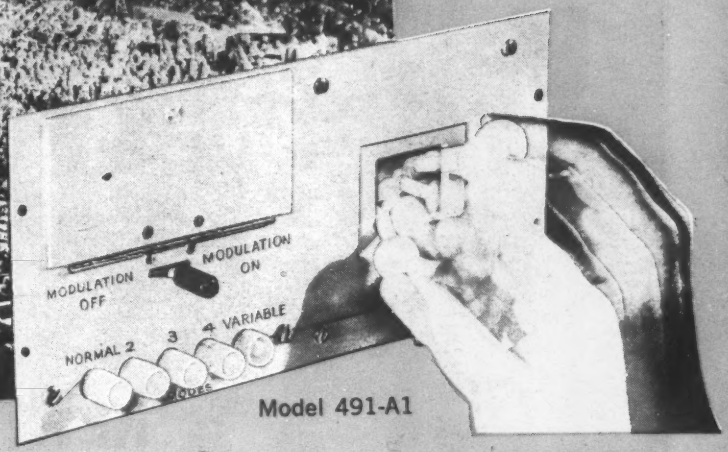
Major developments in am and fm radio include a new 1 kw fm transmitter and a 10 kw "big brother."

The 4½-inch image orthicon pickup tube used in the new TK-12 camera is designed to play a big role in magnetic tape recording, having increased resolution and better gray scale rendition than the standard 3-inch studio camera tube, according to Mr. Colledge. The TK-12 camera is entirely new, he said, leading to third or fourth generation tape recording copies comparable in clarity to the original. Live pictures will be greatly improved, he said, adding that TK-12 is "highly stable with only two operating controls and built-in ability to hold the road even during prolonged operation."

The automation system utilizes a perforated paper tape prepared when the program schedule for the day is formulated, a typewriter-like machine punching tape and turning out a printed program schedule. The tape is inserted in a control-room reader which feeds signals into the system's memory. Only manual effort required after tape preparation is the loading of film or slide projectors and pushing of the control button to start the cycle. Remote manipulation of studio tv cameras from the control room is handled through a joy-stick on the video console.

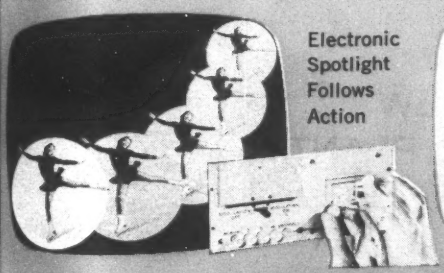
CONTINUED on Page 99

NEW "Joy Stick" Positioner

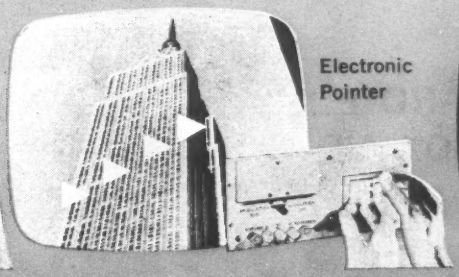


Move Insert To Any Position

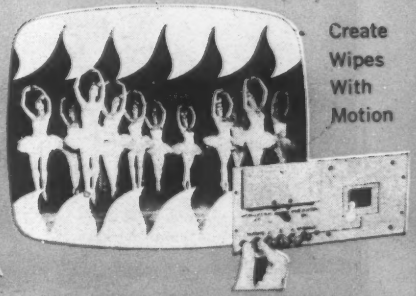
Model 491-A1



Electronic Spotlight Follows Action



Electronic Pointer



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TELECHROME SPECIAL EFFECTS GENERATOR

with Exclusive "JOY STICK" POSITIONER

First, Telechrome provided broadcasters with a vastly improved system for producing a wider variety of dramatic wipes, inserts, keying and other special effects. Now, Telechrome engineering introduces the "Joy Stick" Positioner. This makes it possible to create many hundreds more effects and to move wipes, inserts, keying or other special effects to any place on the TV screen. The effects are startling! A new era in program creativity begins now! Ask to see the "Joy Stick" Positioner demonstrated, today!

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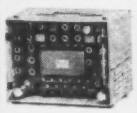
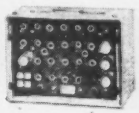


490WA1 Waveform generator. Generates keying signals for the 72 different wipes.

490SA1 Switching Amplifier. Combines two picture signals in accordance with applied keying waveform.



490RA1 Remote Control Unit. Selects and controls desired effect. Designed for console or desk mounting. Easily modified for integration into existing studio facilities. Complete with power supply—512CR1

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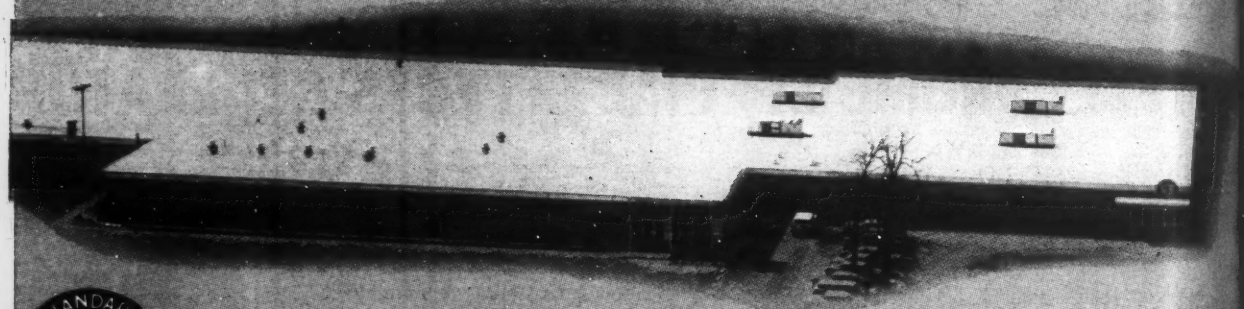
on 40-acre site — plenty of room for growth



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New SE FM multiplex transmitters in new ratings . . .

1 KW 5 KW 10 KW

. . . with these and other SE new features . . .

- **First with power supplies designed around semiconductor rectifiers** for compactness, dependability, economy.
- **Power patching** in the 10 KW transmitter keeps you on the air with 1 KW or 5 KW in an emergency. Make the changeover in seconds—no retuning.
- **Now in FM . . . SE-pioneered industry-accepted patchover** (in 5 KW and 10 KW transmitters) protect you against lost air time.

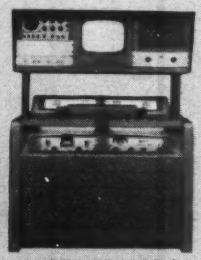
And SEE the worldwide accepted SE TV transmitter line . . . featuring the experience-proved patchover system, space-saving compactness, full-length glass doors for full-time visibility of transmitter operation.

STANDARD ELECTRONICS

STANDARD SE ELECTRONICS

NEW AT NAB

LET THE LEADER KEEP YOU YEARS AHEAD IN TAPE



AMPEX VR-1000-C

AMPEX — first and foremost in TV magnetic tape systems keeps you years ahead with facilities that anticipate future needs, future standards. Ampex's new VR-1000-C **Videotape*** Television Recorder — to be introduced at NAB — incorporates advanced features that *deliver!* Ampex *delivers* new quality in the clearest, best picture today... *delivers* new performance by "tape locking" your VTR to station or network programs. Ampex *delivers* new perfection in mixing color and black/white on the same tape... *delivers* far better color resolution. Ampex *delivers* new economy in production with the Mark IV Electronic Splicer... and so much more.

Only Ampex brings you these advanced features... Ampex always has — beginning with the introduction of the first, revolutionary VTR at NAB in April, 1956. You're years ahead with an Ampex tape system.

NEW, YEARS-AHEAD VR-1000-C... The ultimate in TV tape recorders, fully compatible with the nearly 600 VTR's now in operation.

NEW, YEARS-AHEAD MOUNTS... Now Ampex offers the proven console plus the new utility model for compact installations to meet every operational requirement.

NEW, YEARS-AHEAD COLOR ACCESSORY... Major innovations in Ampex color electronics provide new operating convenience — give maximum color accuracy and control.

NEW, YEARS-AHEAD SYNCHRONIZER... Inter-Sync* Television Signal Synchronizer makes possible wipes, dissolves, split screen and other special effects with tape/tape, live/tape, film/tape — and many more.

NEW, YEARS-AHEAD SPLICER... Electronically controlled for absolute accuracy and quicker, easier splicing, this newest Ampex component makes quality inter-splicing routine.

SEE THE YEARS-AHEAD AMPEX TAPE SYSTEM AT NAB

...or write for detailed specification literature on the Ampex VR-1000-C and Associated Equipment.

AMPEX

VIDEO PRODUCTS DIVISION • AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER STREET, REDWOOD CITY, CALIF.

*TM Ampex Corp.

EXHIBITS CONTINUED

A toggle switch triggers zoom lenses.

The round-the-clock automation system grew out of a predecessor capable of handling up to 25 switching functions during a 60-second station break, the "panic period" when a variety of slides, film clips, tapes and spot announcements are broadcast.

RCA's tv tape recorder now includes a transistorized processing amplifier and expanded monitoring facilities.

The new 1 kw BTF-1D and 10 kw BTF-10C fm transmitters are designed for conventional broadcasting and multiplex operation. The 5 kw BTF-5B unit completes the fm line. New high-efficiency circuitry is claimed for the BTA-5T am transmitter, "built to make possible an annual power input saving of 15,000 kw hours in a continuous program operation." A delegation of a score of executives will be headed by T. A. Smith, executive vice president, industrial electronic products. It will be supported by around two-score technicians and field representatives.

Personnel: T. A. Smith, C. H. Colledge, A. F. Inglis, E. N. Luddy, J. P. Taylor, E. C. Tracy, M. A. Trainer, V. E. Trouant, J. W. Wentworth, H. W. Wylie, P. Berquist, P. A. Greenmeyer, J. L. Grever, E. T. Griffith, J. E. Hill, A. M. Miller, D. Pratt, W. B. Varnum, R. B. Houston, C. F. Strawley, B. K. Kellom.

RAYTHEON CO.

Space 1-A

The Raytheon wideband microwave relay system for portable and fixed applications will be displayed. The KTR 1000G television relay will be installed by WDAU-TV Scranton, Pa., for intercity connection with its sister station, WCAU-TV Philadelphia and will be operating by autumn. It will be used also at the summer political conventions. The 1000-G accommodates color and simultaneous audio. It has been used by Ciba in the pharmaceutical color demonstrations based on field sequential color.

Allied accessories including antennas, waveguides and diplexers will be exhibited.

Personnel: Joe Sedick, Duane A. Crawford, Hugh Bannon, Henry Geist, W. B. Taylor and George Hinckley.

SCHAFER CUSTOM ENGINEERING

Space 14

Schafer will have on display its model 1200 broadcast automation system including four Ampex recorders, two Seeburg library units and new automation electronics. Model 1200 may be installed to conform with restricted space availability for maximum flexibility and a full day of programming may be prepared in a few hours.

A remote control system, the 400-R, also will be displayed. An all-DC system which uses no vacuum tubes, the 400-R operates on any two ordinary (low-tariff) metallic telephone circuits. The company claims nearly 1,000 are in operation. Other remote control equipment will be shown.

Also featured will be the Schafer cartridge recorder 2000. A simplified cartridge system, it permits one-hand operation, is lightweight and portable, uses standard electric outlet. It has full track heads, instantaneous start and silent solenoid operation.

Personnel: Paul C. Schafer, R. Paul Comstock Jr., Tom Magowan, James Brown, and Jaye Smith.

STANDARD ELECTRONICS

Space 28

New fm multiplex transmitters will highlight Standard's exhibit. Also to be shown: 1 kw, 5 kw and 10 kw fm transmitters; tv transmitters and a "patchover" system developed for tv to keep a station on the air despite emergencies and which has been applied to fm usage.

Convention visitors will receive a key to the new Standard plant just completed at Farmingdale, N. J. The plant is located on a 40-acre site with room for expansion, the company reports.

Personnel: W. H. Zillger, J. T. Campbell, Reed Haythorne, Jimmy Evans, A. R. Taylor, and Joe Ewansky.

SARKES TARZIAN INC.

Space 18

New heterodyne microwave relay equipment will be exhibited by Sarkes Tarzian. This recently developed equipment is designed primarily for multi-hop tv interconnection. According to Sarkes Tarzian, the microwave relay can handle simultaneous wideband tv signals, along with three 15 kc audio channels.

Also to be displayed will be new studio vidicon equipment, vidicon film reproducing equipment, an image orthicon camera with a new I. O. high-sensitivity tube and a new transistorized audio console.

Personnel: Morrell Beavers, Neff Cox Jr., Henry C. Cronin, Nubar Donoyan, Wendell Fuller, Gene Keith, F. D. Meadows, Biagio Presti, Bill Tarr.

TELECONTROL

Space 44N

Products include video-audio distribution systems, studio video switching and master control switching systems.

Principles involved in Telecontrol's studio switching centers, video and pulse amplifier modules and other products will be demonstrated. The system designs tie station operations together.

Personnel: John W. Doering, Leroy Jorgenson.

TELECHROME MFG. CORP.

Booth 20

A special effects generator with new positioner will be shown; a new 4½-inch image orthicon camera; a new three-vidicon color camera; new sync generator aind video transmission test equipment; studio monochrome vidicon camera, and vertical internal test signal generating equipment.

Personnel: J. R. Popkin-Clurman, H. Charles Riker, Kenneth Owens, Alex Jones, E. Herman, Sy Krinsky, Don Dudley, Ray Wulfe, D. Chapman, W. Beaver.

TELEPROMPTER CORP.

Space 22

High spot of the TelePrompTer exhibit will be the new Telepro 6000 projector with the Model 300 changer. In addition, speech prompting equipment and the Tellens camera attachment will be displayed.

Personnel: William V. Sargent, E. J. Spiro, Don Redell, Ted Boisumeau, George Andros, Brad Macy, Ted Atwood, Joseph Munisteri, Joseph Kovalchik.

TELESCRIPT-CSP INC.

Space 8

Telescript-CSP will exhibit Telescript Prompting Equipment, the TV-7000 Rear Screen Projector, the Polarization Optical Effects Kit and the Video Tape Editor, first of a new line of electric products designed to enable roll-free video tape splices by making sure the splice falls within the blanking period while maintaining accurate sync time.

Personnel: Robert P. Swanson, Curtis Howard, Peter Jackson, Trygve W. Lund, Charles R. Krumm, David J. Reiner.

TELEVISION SPECIALTY CO.

Div. of Federal Mfg. & Eng. Corp.

Space 43N

Products include kinescope recording cameras, newsreel cameras with portable power pack, film inspection equipment and 35mm Cameraflex movie cameras.

Personnel: Howard Ryder, John Schlageter, Lawrence Scheu.

TOWER CONSTRUCTION CO.

Space 16

Tower Construction's booth will include exhibits depicting its am, fm, tv and microwave towers and erection service.

Personnel: M. M. Lasensky, C. A. Wright, G. S. Chesen, A. C. Tilton.

UTILITY TOWER CO.

Space 4

Utility will exhibit a complete line of radio broadcast towers and accessories. A model tower fabricating plant, showing the entire scope of operation in the manufacture of towers, will be featured.

Personnel: C. E. Nelson, V. G. Duvall, Jim D. Nelson, M. N. Sholar.

VISUAL ELECTRONICS CORP.

Space 27

Program automation for video and audio systems will be featured by Visual. For tv: visual automation system, all-transistorized power supply systems, program repeater units, studio clock systems, 16mm tv projectors, and distribution equipment.

Exhibits for am-fm: transmitters and remote control system, audio console and microphones, tape recorders and multiplex receiver equipment.

Visual's exhibit includes items from specialist manufacturers which the company sells nationally. MacKenzie, Favag, GPL, Eastman, Conrac, Smith-Florence, Decca weather radio, Prodelin, Superior and Dynair are some of the manufacturers whose products are handled.

Personnel: James B. Tharpe, John P. Gallagher, Morris A. Mayers, Bert Kupperman, Mrs. Jess Rafsky, Felix Bonvouloir, Wayne Marcy, Richard Witkovski, A. R. Hopkins, A. W. Greeson Jr., Al Kallman, L. C. Radford Jr., Robert Richards, Jim Sims, F. Cecil Grace.

SYNDICATORS: FILM, RADIO-TV

ABC FILMS INC.
Suite 1706

CALIFORNIA NATIONAL PRODUCTIONS
Unassigned

CBS FILMS INC.
Suite 2316-19

Personnel: Sam Cook Digges, Robert F. Lewine, Fred Mahlstedt, James Victory, James McCormick, Walter Scanlon, John Meyers, Jack Ballard, Henry T. Gillespie, William Perkinson, Edward Hewitt, Barr Sheets, Carter Ringlep, James Thrash, George Diederich, H. Roy Marks.

COMMUNITY CLUB SERVICES INC.
Suite 2106

Personnel: John C. Gilmore, William M. Carpenter, Phil Peterson, Russ Hudson, Marty White, Len Hornsby, Bob Gilman, Gus Zicha, Mark Fabre, Bob Cessna, John Kelly, Gil Murray, Ray Baker.

CROSBY/BROWN PRODUCTIONS
Sheraton-Blackstone

Personnel: Henry Flynn, Peter Robeck, Bill Finkledey.

FUTURSONIC PRODUCTIONS INC.
Unassigned

HARRY GOODMAN PRODUCTIONS
Suite 1106A

Personnel: Harry Goodman, Everett Goodman.

GOVERNOR TELEVISION ATTRACTIONS
Suite 1218-A

GUILD FILMS CO.
Ambassador East

Personnel: John J. Cole, Marvin M. Grieve.

INDEPENDENT TELEVISION CORP.
Unassigned

LANG-WORTH FEATURE PROGRAMS INC.
Suite 2506

Lang-Worth will exhibit sales and production material, plus a monthly release of at least 250 units a year. Included are jingles for all types of businesses and promotions, station ID's, sound effects and weather and time intros for various types of programs.

Personnel: John Langlois, Hugh Allen, Ed Gardiner, Bob Boehmer, and Jack Tallcott.

MAGNE-TRONICS INC.
Suite 723

Information will be furnished about Magne-Tronics background music service for fm multiplex operators and a new program service for am-fm stations will also be available.

Personnel: Thomas L. Clarke Jr., and Joseph F. Hards.

MCA TV LTD.
Suite 2400

New half-hour film series introduced for regional and local sponsors will include *Shotgun Slade,* featuring Scott Brady in 39-episode western; *Johnny Midnight,* mystery-adventure stories with Edmond O'Brien, 39 episodes, and *Coronado 9,* presenting Rod Cameron, confidential investigator. MCA TV's pre-1948 Paramount features have been sold in 70-odd markets.

Personnel: David V. Sutton, Lou Friedland, Wynn Nathan, Bob Greenberg, De-Arv Barton and Jim Stirton.

MGM-TV
Suite 2406

The release of MGM cartoons and Pete Smith shorts will be announced.

Personnel: Richard Harper, Paul Mowrey, Dick Yates, Charles Alsup, Monroe Mendelsohn.

MODERN BROADCASTING INC.
Suite 1034A

MODERN TALKING PICTURE SERVICE
Suite 2119A

NATIONAL TELEFILM ASSOC.
Sheraton-Blackstone

Will offer promotional material on *Assignment Underwater,* new half-hour tv film series.

Personnel: Ely A. Landau, Oliver A. Unger, Harold Goldman, E. Jonny Graff, Martin Roberts, Marvin Lowe, Allan Ash.

RCA RECORDED PROGRAM SERVICES
Suite 600

Personnel: Emmett B. Dunn. A. R. Sambroook, Ben Selvin, W. F. Reilly, E. H. Kelly, D. D. Axt, Milton B. Kaye, John Alves, Wallace Cochran, John Dill, George Field, William Gartland, Charles Halteman and John Nadeau.

SCREEN GEMS
Suite 2500

SESAC INC.
Suite 1206A

SESAC will introduce a series of new LP music service plans, "Big 6 for 60," which will formally introduce the "Drummers" as a new line of sales aids and promo specialties, available in six different purchase plans.

UNITED PRESS INTERNATIONAL & UP MOVIETONE
Suite Unassigned

Personnel: William C. Payette, W. R. Higginbotham, C. Edmonds Allen, Roderick W. Beaton, H. C. Thornton, Gene Gillette, Dean C. Miller, Don Brydon, R. M. McFarland, James Darr.

U. S. ARMY
North Hall 42N

WORLD BROADCASTING SYSTEM
Suite 1900

ZIV-UNITED ARTISTS TV
Suite 2300-01

Personnel: M. J. Rifkin, Robert Friedheim, Len Fireston, Pierre Weis.

Station representatives

AM RADIO SALES INC.
Sheraton-Blackstone Hotel

Personnel: Bill Losee and Jerry Glynn.

AVERY-KNODEL
Sheraton-Blackstone, Suite 1108-09

Personnel: Lewis H. Avery, J.W. Knodel, Charles C. Coleman, Philip S. Schloeder, John J. Tormey and Thomas J. White, Roger O'Sullivan, Raymond M. Neihegen.

ELISABETH M. BECKJORDEN
Executive House, Suite 2508

Personnel: Elisabeth M. Beckjorden.

CHARLES BERNARD CO.
Ambassador-East

Personnel: Charles Bernard.

JOHN BLAIR & CO.

BLAIR-TV

BLAIR TELEVISION ASSOC.
Drake Hotel

Personnel: John Blair, Edward P. Shurick, Arthur H. McCoy, Richard L. Foote, Harry Smart, Thomas Harrison, Arthur Stringer Jr., Don Saracino, Sherwood Hinman, Harold Wettersten, Jack Davis, Jack Satterfield, John Boden, Stu Cochran, Howard Malhan, Robert Walton, Thomas Anquina, Lawrence Buck, Lloyd Heney, Martin McAdams.

THE BOLLING CO.
Suite 1100

Personnel: George Bolling, Bill Bolling, Dick Swift, Morton Barrett, Ralph Kelly and Bob Alexander.

BRANHAM CO.
Congress Hotel

Personnel: J.F. Timlin, T.B. Campbell, Fred Weber, Bob Brockman, Bob Mason, Tom Whitson, Ted Giovan, Eugene F. Corcoran, L.S. Greenberg, John Murphy, Dudley Brewer.

BROADCAST TIME SALES
Unassigned

Personnel: Carl Schuele, Earl Glickman, Robert Cronin.

CBS RADIO SPOT SALES
Suite 1806 (Cairo Suite)

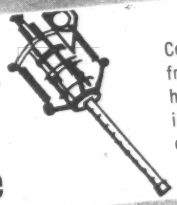
CBS TELEVISION SPOT SALES
Unassigned

Personnel: Frank Shakespeare Jr., John Schneider, Clark George, Gene Wilkey, Robert Wood, Merle Jones, Craig Lawrence, Bruce R. Bryant.

TRY THIS QUARTET
FOR PERFECT HARMONY!
THE BEST IN BROADCAST EQUIPMENT
ALL AVAILABLE AT HARVEY

Electro-Voice.

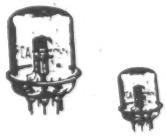
Model 642 Microphone



Combines the characteristics of cardioid and distributed front opening designs. Provides wider range response, higher level and greater directivity, with impressive reduction in wind noise and in physical dimensions. Permits working distances 2 or 3 times that of conventional microphones.

RCA

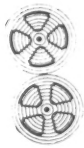
POWER TUBES



of every type: For high-quality aural and visual signals, and for maximum ON-AIR continuity, it pays to use RCA tube designs across the board. No finer tubes are made for monochrome and color TV, and for radio broadcast. Harvey has the RCA tubes you need for cameras—for transmitters—film systems—camera chains—audio equipment—power supplies.

AMPEX

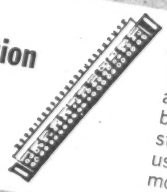
Tape systems, tape recorders and parts



Outside of Redwood City, California, Harvey has the widest inventory of Ampex equipment to be found anywhere. In addition to the large collection of Ampex multi-track recording and playback systems, Harvey stocks a complete inventory of Ampex **parts**, ready for immediate delivery on a moment's notice... anywhere in the world!

Audio Development Corporation

Broadcast-Type Jack Panels



Used by radio and TV broadcast facilities throughout the country... wherever top quality and top efficiency are demanded. Made of solid bakelite, reinforced with steel for maximum strength and rigidity. Jacks are spaced to permit use of standard double plugs. Fit standard 19" mounting racks.

Whatever your broadcasting requirements, you'll find Harvey your best source for everything you need... when you need it! If you're in the New York area, visit our professional showroom. If not, write, wire or call us for information.

HARVEY RADIO COMPANY, INC.

103 WEST 43rd STREET, NEW YORK 36, N. Y. • JUdson 2-6380

NAB PREVIEW

REPRESENTATIVES CONTINUED

HENRY I. CHRISTAL CO.
Suite 1306

Personnel: Henry I. Christal, Irvin Gross, Philbin Flanagan, Neil Cline.

ROBERT E. EASTMAN & CO.
Executive House, Suite 2704

Personnel: Robert E. Eastman, Joe Cuff, Jim Fuller, Richard C. Arbuckle, George Dubinetz, Dale Stevens, Frank Boyle.

EVERETT-MCKINNEY
Executive House, Suite 2811

Personnel: Max Everett, Powell Ensign, Tom Buchanan, Monte Everett.

FORJOE & CO.
Congress Hotel

Personnel: Mort Bassett, Robert A. Lazar.

GILL-PERNA
Suite 1300

Personnel: Helen Gill, John J. Perna Jr., Walter Beadell, Don Dalton, John B. Shelton, Dan Bowen, Allan S. Young.

HARRINGTON, RIGHTER & PARSONS
Sheraton Blackstone, Suite 708-10

Personnel: John E. Harrington Jr., James O. Parsons Jr., Volney Righter, Maurice Rashbaum, John Dickinson, Ken Brown, Frank Dougherty, Carroll Layman, William Yonan, Robert Gilbertson, Lon Nelles, Briggs Palmer.

HEADLEY-REED
Suite 700

Personnel: Frank Miller Sr., Robert Schmidt, Jack Hardingham, John Wrath, Charles Boland, William Shaw, John Buzby, Irv Unger, Norman Roscher, Jack Cunningham, Gino Cioe.

GEORGE P. HOLLINGBERY CO.
Suite 1600

Personnel: George P. Hollingbery, F.E. Spencer Jr., Fred Hague, Harry Wise Jr., Warren Nelson, Frank McCarthy, Richard Hunter, Harry Betteridge.

HAL HOLMAN CO.
Suite 1022-23

Personnel: Hal Holman.

H-R REPRESENTATIVES

H-R TELEVISION
Executive House, 3510-11-12

Personnel: Frank M. Headley, Frank E. Pellegrin, James M. Alspaugh, Avery Gibson, Dwight S. Reed, John T. Bradley, French L. Eason, Grant M. Smith, Terrence R. Hughes, Rex Lathen, Vernon Heeren, Bernard Slavin, Clarke Brown

THE KATZ AGENCY
Executive House, Suite 3803

Personnel: Eugene Katz, Edward Codel, Daniel Denenholz, Morris Kellner, Scott Donahue, Walter Nilson, H. J. Grenthot, Halsey V. Barrett, Arthur J. Underwood Jr., Alan T. Axtell, Gregory Murphy, David Rutledge, Richard Hasbrook, Stanley J. Reulman, David Abbey, Roy Miller, William W. Joyce, A. Doris, Fisk Lockridge, Tag Simler, Robert Sullivan, Joe Hogan, Charles Linton, William Keup, Robert Rhode, Jud Cassidy, Halsey Barrett.

JACK MASLA & CO.
Unassigned

Personnel: Jack Masla, Allan S. Klamer, Gene Gray.

DAREN F. McGAVREN CO.
Executive House; Congress Hotel

Personnel: Daren McGavren, Ralph Guild, Ken Johnson, Frank Woodruff, Ed Argow, John Walker, Ed Gardner.

MEEKER CO.
Suite 1700

Personnel: Robert D.C. Meeker, Charles E. Standard, Robert L. Dudley, Morton Mills, Carlton F-J Jewett, Charles Compton, Robert Manning, Edgar B. Filion.

NBC SPOT SALES
Sheraton Blackstone, Unassigned

Personnel: Richard Close, Edwin Jameson, George Dietrich.

JOHN E. PEARSON CO.
Executive House, Unassigned

Personnel: John E. Pearson, Robert Flanigan, Frank Frost, Pat Burke, Raymond Henze Jr., Jon Farmer.

PETERS, GRIFFIN, WOODWARD
Sheraton-Blackstone

Personnel: Lloyd Griffin, Robert H. Teter, John A. Thompson, Russel Woodward, Lon A. King, William J. Stubbs, John A. Cory, William J. Tynan, Arthur Bagge, Arthur H. Curtis, W.D. Roberts, Ralph McCaskey, Thomas H. Taylor, Sidney Carter, George Adkisson, Kenneth Pearce, Julian Kantor.

EDWARD PETRY & CO.
Suite 1400

Personnel: Edward Petry, Edward E. Voynow, Martin L. Nierman, Ben H. Holmes, Robert L. Hutton Jr., William Steese, Louis A. Smith, George Ledell, William Cartwright, Joseph Sierer, Hugh Kerwin, William Pipher, Junius Zolp, Jack McWeeny, Keith Lewis, Robert Miller, James Dowdle, Forest Blair, Ron Collins, William Hegman.

RADIO TV REPRESENTATIVES, INC.
Suite 1105A, 1106A

Personnel: Peggy Stone, Ed Nickey and Sy Thomas, Harry S. Goodman.

PAUL H. RAYMER CO
Executive House, Suite 3704

Personnel: Paul H. Raymer, Fred C. Brokaw, Stuart M. Kelly, James C. Rogers, Fred Norman, James Canty, Jack Mulholland.

TELEVISION ADVERTISING REPRESENTATIVES INC.
Drake Hotel

Personnel: Larry Israel, Jack Mohler and Tommy Thompson.

VENARD, RINTOUL & McCONNELL
Suite 2100

Personnel: Lloyd George Venard, James V. McConnell, Stephen R. Rintoul, Howard B. Meyers, James A. Brown Jr., Gordon Copeland, John Dragomier.

WALKER-RAWALT CO.
Executive House

Personnel: Wythe Walker, C. Otis Rawalt, Lionel Colton.

WEED & CO.

WEED TV CORP.

WEED RADIO CORP.
Prudential Plaza., Suite 2110

Personnel: Joseph J. Weed, Edwin J. Fitzsimmons, Edwin C. Metcalfe, C. C. Weed, William Reilly, Neil Weed Jr., Peter McGurk, Frank Reed, Frank Saracino.

ADAM YOUNG INC.

YOUNG TELEVISION CORP.

YOUNG CANADIAN LTD.
Suite 2200

Personnel: Adam Young, James F. O'Grady, R. John Stella, Edward A.W. Smith, R. J. Kelliher.

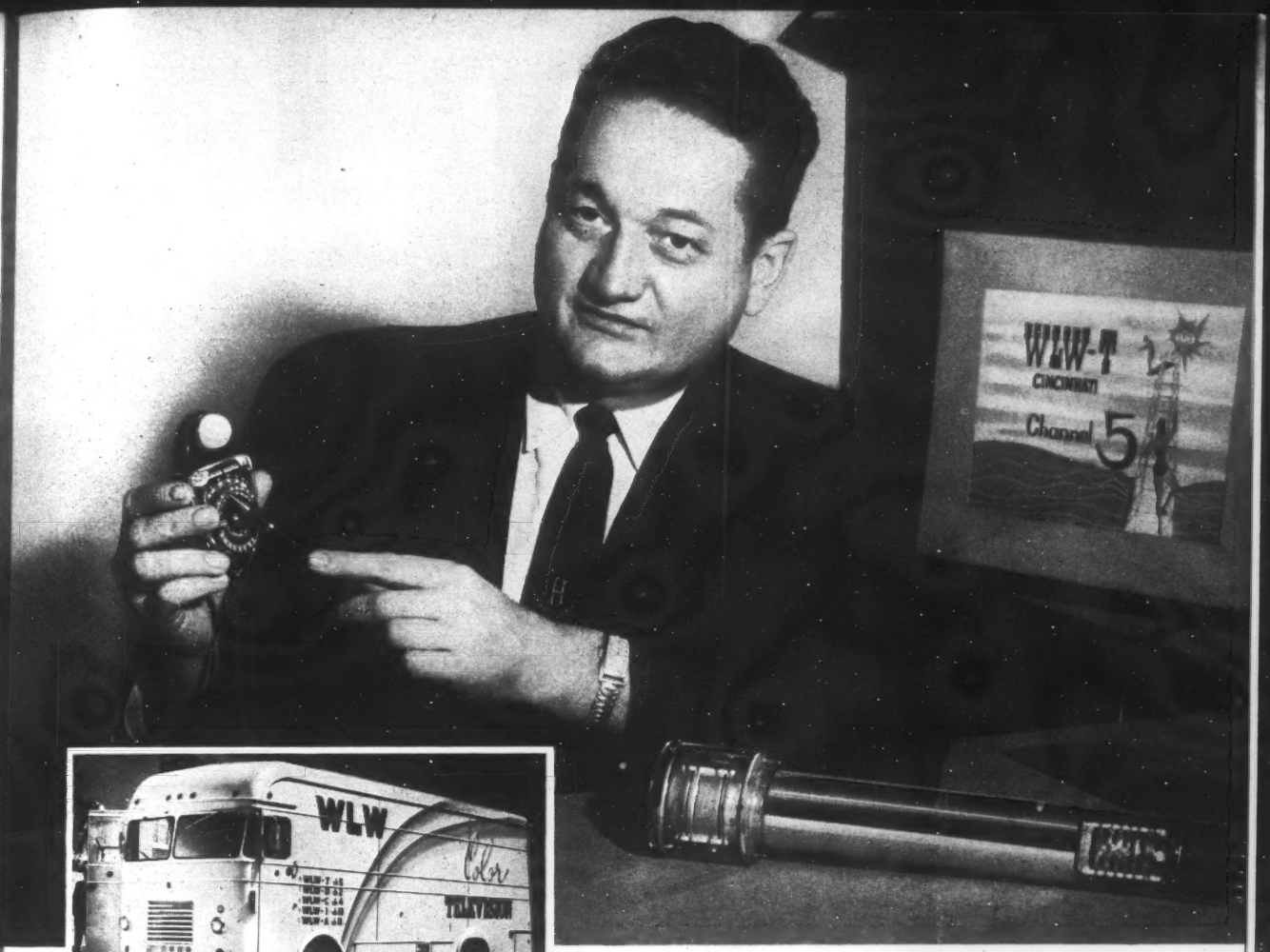
On deck for the networks

ABC RADIO AND ABC-TV

Suite 2320-2325

Reception for both ABC radio affiliates and ABC-TV affiliates will be held 5 p.m. Sunday (April 3) in the Williford Suite of the Conrad Hilton. Meeting of ABC-TV affiliates is 2 p.m. Sunday (April 3), Grand Ballroom, Conrad Hilton.

Personnel from New York: Leonard Goldenson, president AB-PT and ABC; Oliver Treyz, president, ABC-TV; Alfred Schneider, vice president in charge of administration; Thomas Moore, vice president in charge of programming; Julius Barnathan, vice president for affiliated stations; Giraud Chester, vice president in charge of daytime programming; Theodore Fetter, vice president and program director, tv network; Stephen Riddleberger, vice president for owned and operated stations; Thomas Velotta, vice president for special projects, news and public affairs; Slocum Chapin, vice president for western division, tv network sales; Robert Coe, director of tv station relations; Michael Foster, vice president in charge of press information; Ralph Hatcher, manager of tv station relations; Donald Shaw, director of station clearance, tv network; Joseph Giaquinto, manager of tv station clearance; Mario Cucinotta, account representative in tv station clear-



Says **HOWARD LEPPLE,** Chief Engineer,
WLW-T, Cincinnati:

"Ten percent of normal TV lighting is all we need with General Electric's new camera tube!"

"We're proud that Station WLW-T made the first colorcasts of indoor sports events, showing professional basketball November 21 and 22, 1959. New super-sensitive G-E camera tubes, like the one on my desk, made this possible, since the light for basketball, bowling, and hockey is too low for colorcasts with standard tubes. Now, our GL-7629's add the thrill of color to sport.

"Another plus for General Electric's new tube, is the use we can make of it for black-and-white "remotes" where the light is too dim for standard camera tubes. And we like the GL-7629's built-in protection against burn-in. No trace of this fault has appeared; whereas, with most tubes, burn-in starts to show at an early stage.

"We consider the new General Electric camera tube a fine long-term investment, as well as a promising program builder for WLW-T!"

* * *

Get . . . now . . . the complete facts on Type GL-7629 from your G-E tube distributor! This great new tube is interchangeable electrically and mechanically with all standard image orthicons. *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Ky.*

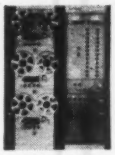
Progress Is Our Most Important Product

GENERAL ELECTRIC

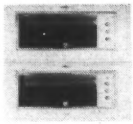
312-401

SCHAFER BROADCAST AUTOMATION SYSTEM 1200

Fully automated radio station

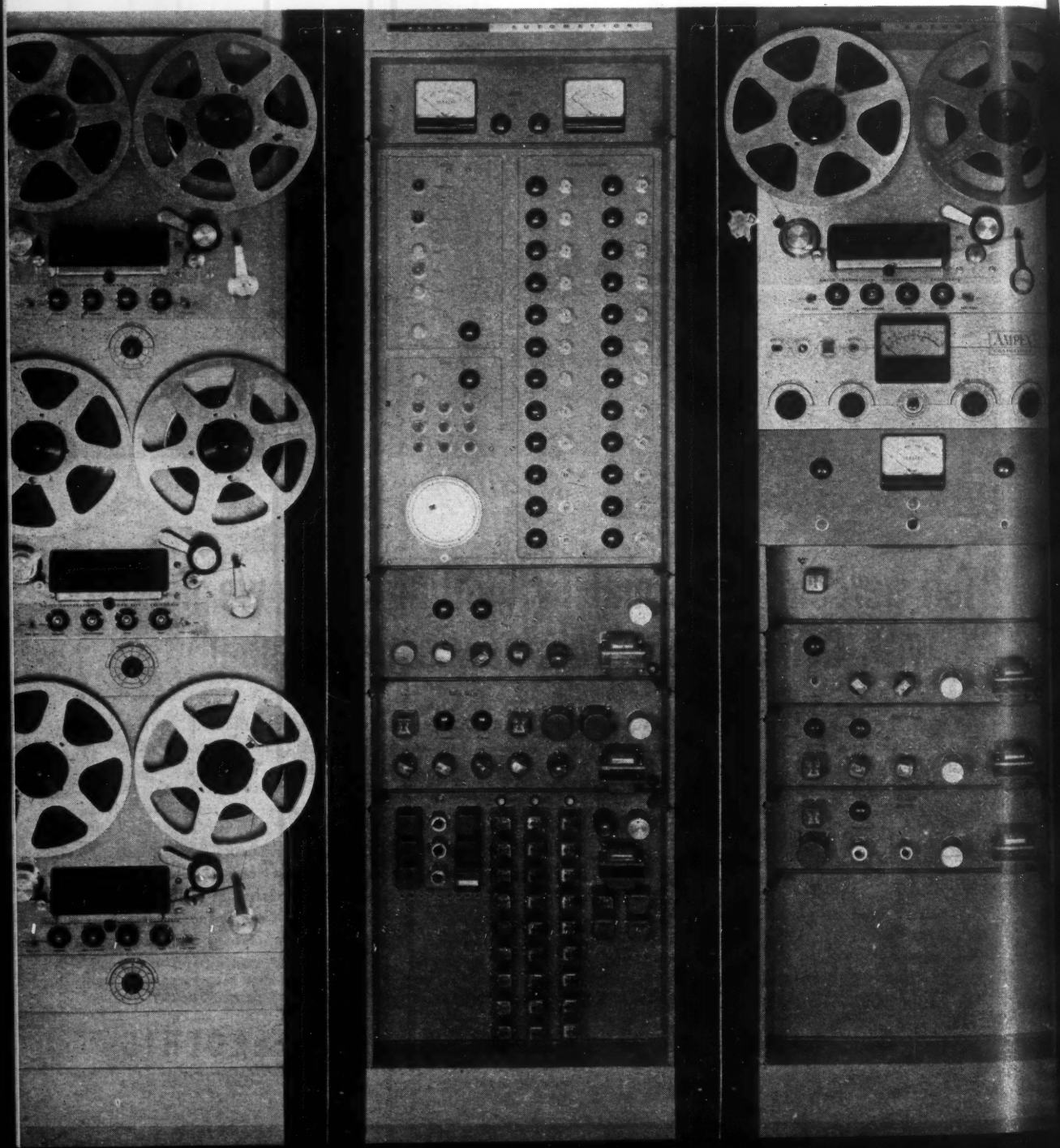


operation is now a reality. The Schafer "true automation" system provides maximum efficiency around the clock. The "1200" may be purchased, or



leased for $300 per month.

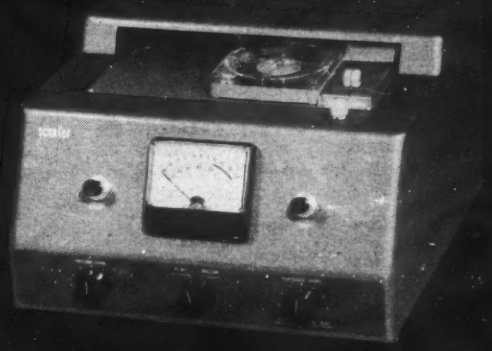
In operation at NAB Convention, Apr. 3-6, Conrad Hilton, Chicago.



NEW

SCHAFER CARTRIDGE RECORDER 2000

Insert a cartridge and push the button to air a spot, a program, or any material of 40 seconds to 31 minutes duration. This simplified cartridge system permits one-hand operation. Lightweight and easily portable, unit may be plugged into any standard electric outlet. A positive locking device permits system motor to run only when cartridge is in position. Cartridge reuse ends forever the disadvantages and cost of acetate recording. The Model 2000 features full track heads, providing excellent fidelity and signal to noise ratio. Instantaneous start and silent solenoid operation help maintain good station sound. Each is a completely self-contained recorder, as well as playback, providing a microphone input and line input. You can buy or lease the "2000" for $12.50 per mo. See it in operation at the NAB Convention, April 3-6, Conrad Hilton, Chicago.



schafer *custom engineering, division of Textron Electronics, Inc. 235 South 3rd Street, Burbank, California*

ance; Lawrence Owens, account representative in tv station clearance; Dean Linger, director of advertising, tv networks; Malcolm Laing, regional manager in tv station relations; Joseph Merkle, regional manager in tv station relations; Robert Curran, regional manager; Carmine Patti, regional manager; Bert Briller, director of sales development, tv network; Henry Levinson, manager of tv sales development.

From Chicago: William Kusack, manager of engineering department; James Ascher, director of publicity and promotion; Donald Peterson, assistant director of advertising; Frank Little, advertising clerk; Irene Kristoff, publicity writer; Sally Cohen, copy writer; Wilfred Beauchamp, salesman; Thomas Osborne, director of personnel and purchasing; Walter Holohan, salesman; John Flatley, salesman; Rudy Petersen, salesman; Murray Richardson, salesman; John McPartlin, salesman; Joe Corey, merchandising director; Marcella Braun, manager of script and continuity; Con O'Dea, supervisor of news and special events, WBKB (TV) Chicago; Daniel Schuffman, program manager, WBKB; Manuel Fingerhut, controller of central division; Matthew Vieracker, general manager of WBKB; Clar Heider, national spot sales manager; John Fitzpatrick, production manager, WBKB; Rex Maupin, director of music for WBKB and ABC Central Division; Sterling Quinlin, vice president in charge of WBKB.

From Washington: Alfred R. Beckman, vice president in charge of Washington office; Edgar Shelton, vice president.

From the West Coast: James Riddell, ABC vice president in charge, western division; Vincent Francis, regional tv network sales manager, western division; Courtney McLeod, administrative manager tv network programs, western division.

Also attending from ABC Radio are: Edward J. DeGray, president; Earl Mullin, national director of radio station relations, and Frank Atkinson, station relations.

CBS INC., CBS TELEVISION NETWORK, CBS TELEVISION STATIONS DIVISION

Suite 2305A-11A

The CBS Television Network banquet will be held at 8 p.m. Sunday (April 3) in Guild Hall, The Ambassadors Hotel, preceded by a reception in the Room of the Four Georges, The Ambassadors Hotel, beginning at 6:30 p.m. At the banquet, Ed Sullivan will host a program similar to his regular Sunday night show.

CBS Inc, personnel: Frank Stanton, president; Richard S. Salant, vice president, corporate affairs; Edmund C. Bunker, vice president, Washington.

CBS Tv Network personnel: James T. Aubrey Jr., president; William B. Lodge, vice president, affiliate relations and engineering; Oscar Katz, vice president in charge of network programs; John P. Cowden, vice president, information services; Carl S. Ward, vice president and director, affiliate relations; Gordon F. Hayes, national manager, affiliate relations; William H. Hylan, vice president of sales administration; Robert Wood, manager, contract and records, affiliate relations; Donald E. Clancy, administrative manager, affiliate relations; Edward E. Scovill, midwestern manager, affiliate relations; David R. Williams, eastern manager, affiliate relations; Bert Lown, western manager, affiliate relations; Robert F. Jamieson, assistant business manager and director, station clearances, network sales; George Zurich, sales service manager, network sales; George A. Kolpin, sales manager Extended Market Plan, network sales; James J. Kane, manager, affiliate press relations.

CBS Tv Stations Division: Merle S. Jones, president; Craig R. Lawrence, vice president, CBS owned television stations and CBS Television Spot Sales; Harvey J. Struthers, vice president, station services; Bruce R. Bryant, vice president-general manager, CBS Television Spot Sales; E. Hal Hough, director, program services; John A. Schneider, vice president-general manager, WCAU-TV Philadelphia; Frank J. Shakespeare Jr., vice president-general manager, WCBS-TV, New York; Clark B. George, vice president-general manager, WBBM-TV Chicago; Robert D. Wood, vice president-general manager, KNXT (TV) Los Angeles; Gene Wilkey, vice president-general manager, KMOX-TV St. Louis.

CBS RADIO

Suite 1806 (Cairo Suite)

Personnel: Arthur Hull Hayes, president; James Seward, executive vice president; Howard Barnes, vice president in charge of network programs; W. Thomas Dawson, vice president in charge of advertising and promotion; Jules Dundes, vice president in charge of station administration; William H. Brennan Jr., western division manager of affiliate relations; Sid Garfield, director of press information; Edward E. Hall, administrative manager of affiliate relations; Eric H. Salline, national manager of affiliate relations.

The following vice presidents of the CBS Radio Division will represent the CBS owned radio stations: Sam Slate, general manager of WCBS New York; Thomas Y. Gorman, general manager of WEEI Boston; Robert F. Hyland, general manager of KMOX St. Louis; Fred Ruegg, general manager of KNX Los Angeles; E. H. Shomo, general manager of WBBM Chicago; Tom Swafford, general manager of WCAU Philadelphia; Maurie Webster, general manager of KCBS San Francisco; Milton F. (Chick) Allison, general manager of CBS Radio Spot Sales.

KEYSTONE BROADCASTING SYSTEM

Suite 806

Personnel: Sidney J. Wolf, president; Edwin R. Peterson, senior vice president and midwest sales director; Charlotte Tucker, stations relations director; Edwin R. Peterson Jr., general manager, Detroit office; John T. Hartigan, account executive.

MBS

Suite 2306 (Royal Skyway Suite)

Personnel: Albert G. McCarthy Jr., chairman of executive committee of board; Robert F. Hurleigh, president; A. G. McCarthy III, treasurer; Charles Godwin, stations vice president; Charles King, stations director; Frank Erwin, assistant to president; Peter Brandon, station relations executive; Ray Diaz, sales development director; Hal Gold, public relations director.

Mutual executives will hold a private luncheon with members of Mutual Affiliates Advisory Committee on Sunday (April 3).

NBC

Sheraton Blackstone, Presidential Suite

Personnel staying at Ambassador East (unassigned): Robert W. Sarnoff, chairman; Robert E. Kintner, president; David C. Adams, senior executive vice president; J. M. Clifford, executive vice president, administration; Lester Bernstein, vice president, corporate affairs; James Stabile, vice president, standards and practices; George Matson, vice president, business affairs, NBC-TV; Sydney H. Eiges, vice president, public information; William McDaniel, vice president, radio network; George Graham, vice president and general manager, radio network; Albert L. Copstaff, vice president, programs, radio network; William S. Hedges, vice president, political broadcasting unit; Robert Stone, vice president, facilities administration; Thomas Knode, vice president, station relations; Harry Bannister, vice president, station relations; Don Durgin, vice president, tv network sales.

Miscellaneous organizations & services allied with radio & television

AMERICAN RESEARCH BUREAU INC.

Suite 900

ARB reports for all television markets and radio stations, descriptive brochures and other materials will be available. In addition, a U.S. map demonstrating the county-by-county coverage study to be published this summer will be displayed.

Personnel: James Seiler, Mrs. Betty Seiler, Ralph Crutchfield, Bill Shafer, Gary Eckard, Jim Rupp, Roger Cooper.

AMERICAN TELEPHONE & TELEGRAPH CO.

Suite 1618A

Personnel: F.R. MacFarland, M.C. Wallace, H.S. Saltzman, A.V. Danielson, R.G. Edwards, C.W. Floyd, Lee Eastmond, W.H. Massarand.

ASSOCIATED PRESS

Sheraton-Blackstone, Floor 1

Personnel: Oliver Gramling, Lou Kramp, Al Stine, Bob Sundy, Bob Rousek, Tom Pendergast, Bob Myers, Jim Firmin, Frank Wetzel, Tom Cunningham,

For truest high fidelity reproduction, play this recording on Gates Professional 12 and 16-inch Transcription Turntables

To meet the exacting performance demands in the broadcasting of transcribed music . . . to greatly improve the reproduction qualities of each on-air recording . . . these are the desires of every broadcaster. And achieving this *smooth as silk* reproduction is the primary characteristic of the new Gates 12 and 16-inch professional transcription turntables for 33⅓, 45 and 78 RPM.

Rumble for both the 12 and 16-inch models is at a new low for either broadcast or high fidelity standards, while wow and flutter far exceed acceptable standards for high-quality commercial broadcasting.

The new Gates 12-inch turntable is *identical* to the 16-inch sales leader, model CB-500. In the new CB-77 12-inch chassis is the same ingenious inner hub drive system to greatly reduce rumble, the same smooth speed change system, the same smooth and silent rocker arm, illuminated on-off switch . . . the only difference is the reduced size, affording broadcasters a more compact turntable arrangement in today's busy control room.

For complete information on both 12 and 16-inch turntables and accessories, write today for the new Gates 12-page *Turntable Guide*—yours for the asking.

GATES

GATES RADIO COMPANY

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Offices in: HOUSTON, WASHINGTON, D.C.

International division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

HARRIS INTERTYPE CORPORATION

NAB PREVIEW

TECHNICAL PAPERS CONTINUED

Paul Breining, Frank Stearns, Howard Graves, Jim Coldsmith, Douglas Lovelace, Jerry Gill, Andy Anderson, Jim Smith, Tom Stuetzer, Bob Wells.

BROADCAST ADVERTISERS REPORTS
Suite 718A

Broadcast Advertisers Reports distributes the TV Agency Guide, a pocket reference to individual brands using television and the agencies buying time for each. The BAR Station Handbook and the new BARdex—classified index to spot television in the four major regions of the U.S.—will be distributed.

Personnel: Phil Edwards, Bob Morris and George Schiele.

A. C. NIELSEN CO.
Suite 1000

An international buffet table will be operated with the compliments of the 11 overseas Nielsen companies. Free materials will include the annual state-of-the-media reports and a tv audience ratings primer.

Personnel: John Churchill, Bill Wyatt, Ben Wilson, Jim Shoemaker, Carroll Carter, Bill Ahrbeck, Henry Rahmel, George Baillie, Wynn Bussmann, Erwin Ephron, Ed Evans, Dave Traylor, George Blechta, Bill Ryan, Joe Matthews, Bill Weseloh and George Ralph.

THE PULSE INC.
Suite 2106-A

Made-to-measure qualitative studies will be available in the hospitality suite.

STANDARD RATE & DATA SERVICE
(Media/scope)
Suite 1706-A, 935-A

SRDS and *Media/scope* will jointly sponsor the convention directory board, listing registrants alphabetically.

Personnel: Harvey Harkaway, John Williams, Leonard Schultz, Leonard Kudlata, Allen Fagans, Dr. Harold Alspaugh, Dwyer Roche, Alan Ingram, Clinton Abbott, John Chamberlin, Thomas O'Hara and William Pierce. From Media/scope: Leonard Giarraputo, Leroy Hess, John Klatt, Thomas Carr, James McCann, John Erickson.

TV STATIONS INC.
Suite 2023A

Fifth annual membership meeting will be held April 4, 8 a. m., Mayfair Room, Blackstone Hotel.

UNITED PRESS INTERNATIONAL
Space Unassigned

Personnel: William C. Payette, W. R. Higginbotham, C. Edmonds Allen, H. C. Thornton, Gene Gillette, Dean C. Miller, Don Brydon and R. C. McFarland.

Golf match

The annual NAB convention golf tournament for the BROADCASTING magazine trophies will be held Sunday, April 3, at Midwest Country Club, Hinsdale, Ill., near Chicago. To qualify for trophies, contestants must play at least nine holes.

Tee-off time is 10 a.m., with buses leaving the south entrance of the Conrad Hilton Hotel at 9 a.m. Golf clubs are available for rent. Low gross and low net tropies prizes will be awarded. Blind bogey handicapping will be used.

The annual NAB golf tournament will be held regardless of the weather: sunshine, rain or snow. For those wishing to make afternoon meetings, bus will leave country club around 2:30 p.m. for return to Conrad Hilton.

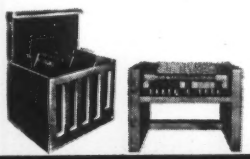
Send reservation to nearest BROADCASTING office.

see **LUMITRON** *first!*

For well-rounded, well-founded consultation and design assistance in TV lighting see *LUMITRON*... the *first* name in theatrical lighting since 1892. *LUMITRON* is ready to serve your needs, economically, in everything from spots to complete, custom-tailored, all-electronic lighting control systems.

FOR INSTANCE — The dramatic new *LUMITRON* C•J•R/Auto-Punch System, now in ABC's huge New York studios TV-1 and TV-2, is today's most advanced, most reliable electronic lighting control system. *There is none finer.*

For the *complete* package... for plans assistance, components or fully integrated systems designed to meet your needs and budget... consult *LUMITRON* today. *Write for descriptive literature.*

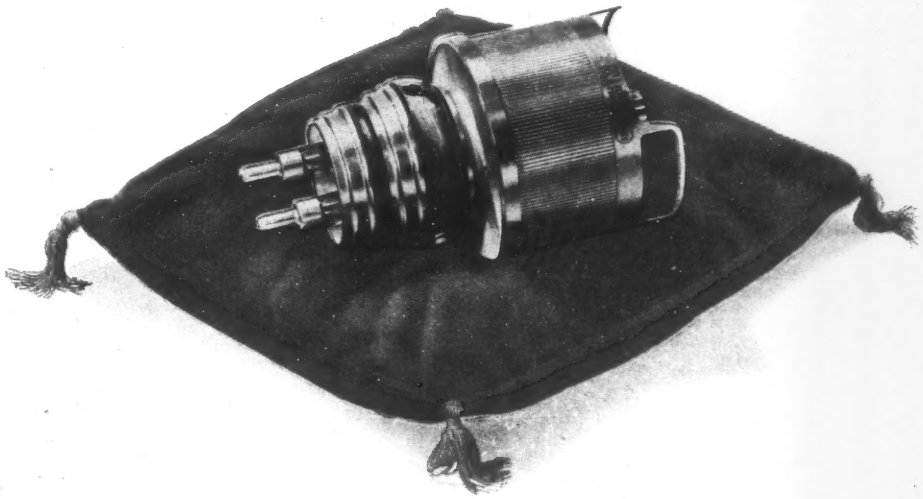


LUMITRON Division of METROPOLITAN ELECTRIC MFG. CO. 2230 Steinway Street • Long Island City 5, N. Y. • AS 8-3200 METROPOLITAN

SEE THE LATEST LUMITRON EQUIPMENT AT SPACE 15, NAB EXHIBITION HALL, CONRAD HILTON HOTEL, CHICAGO

CHIEF ENGINEER'S REPORT ON RCA-6166...

"OLD GRAND-DAD" RETIRES AFTER LONG AND FAITHFUL SERVICE



Henry Goldenberg, Chief Engineer of KMBC-TV, says: "Several RCA-6166 tubes in our 50 Kw TV transmitter have piled up quite an impressive number of hours. One of them—we call it "Old Granddad"—accumulated 28,616 hours on-air before it was finally retired. Two others went well past 18,000 hours before being replaced. We check all tubes regularly and make sure we stick within the proper operating voltages at all times."

The extreme longevity experienced by KMBC-TV is, of course, exceptional. But it is an exception that forcefully demonstrates the high-quality of the RCA-6166.

This inherent quality plus proper care of the field-proven 6166 often results in performance beyond "normal" life expectancy. This means direct benefits in reduced transmitter maintenance and downtime as well as more hours of service per tube dollar.

Your RCA Distributor of broadcasting tubes will be happy to supply your needs promptly. He also carries RCA Sound Tape—the quality tape. Whether it's tubes or tape, count on him for fast delivery.

RADIO CORPORATION OF AMERICA

Electron Tube Division — **Harrison, N. J.**

ANOTHER WAY RCA SERVES THE BROADCASTING INDUSTRY THROUGH ELECTRONICS

TECHNICAL PAPERS

Progress in television tape techniques resulting from almost universal use by tv networks and stations will be woven with stereo, camera progress and automation in papers to be read at the 14th annual NAB Broadcast Engineering Conference to be held April 3-6 at the Conrad Hilton Hotel, Chicago.

Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., is chairman of the Broadcast Engineering Conference Committee that drew up the program. A. Prose Walker, NAB engineering manager, is conference arrangements director, aided by George W. Bartlett, assistant director.

The three-day technical agenda opens the morning of April 4 with Raymond F. Guy, NBC senior staff engineer, presiding. After a single paper by Mr. Braun, in which convention exhibits will be reviewed, the delegates will join the NAB convention management group in a general session. They will join the management group at lunch also.

Afternoon of April 4 will be devoted to a series of technical papers. Eight papers will be read the morning of April 5, to be followed by a joint engineering-management luncheon.

Exhibit Time • Afternoon of April 5 is left open for inspection of exhibits. This is a non-agenda afternoon for management delegates as well. The annual FCC roundtable, at which delegates join members of the FCC in informal discussion of industry problems, will be held 10:30 a.m.-12 noon April 6.

At the joint engineering-management luncheon April 6, Mr. Walker will present the NAB Engineering Award to FCC Comr. T.A.M. Craven, a former consulting engineer. Eight more technical papers will be read that afternoon, followed by the annual banquet which is the last program event.

A preview of the fifth edition of the *NAB Engineering Handbook*, to be published by McGraw-Hill Book Co., will be given by Mr. Walker on the opening afternoon. The 1,800-page volume, with 1,272 illustrations, has been in preparation three years. It embraces new technical developments and will be the standard technical reference work for broadcasters.

Technical papers will go into new cameras that improve tv picture quality, automatic logging as tested at WTOP-AM-FM-TV Washington, tower lighting problems, tunnel diodes, directional tv antennas, co-channel supplemental transmitters used for fill-in by WTEN (TV) Albany, N.Y., uniform measurement of video levels and integration of video tape with live and film programs.

Monday morning

9:15 a.m.—Crystal Ballroom

Presiding: RAYMOND F. GUY, senior staff engineer, NBC.

Session Coordinator: RUSSELL POPE, director of engineering, KHSL-AM-TV Chico, Calif.

9:30-10 a.m.

MR. BRAUN

"A Review of Equipment Exhibits" by: WARREN L. BRAUN, assistant general manager and director of engineering, WSVA Harrisonburg, Va. The Exhibit Hall is the focal point for the showing of all the various types of technical equipment which are available to the broadcast industry. Many of the exhibitors will be displaying their time-tested line of equipment while others will be introducing new products for the first time. This paper will provide a capsule summary of the products which are on display in the Exhibit Hall. It is prepared as an aid in your tours through the Exhibit Hall. This is the first time such a paper has ever been delivered at an NAB Engineering Conference.

Monday afternoon

2:30 p.m.—Crystal Ballroom

Presiding: A. PROSE WALKER, manager of engineering, NAB.

Session coordinator: ALLAN T. POWLEY, chief engineer, WMAL-AM-FM-TV Washington, D.C.

2:30-2:55 p.m.

The New NAB Engineering Handbook by A. PROSE WALKER, manager of engineering, NAB.

For the past three years, the NAB engineering department has been engaged in the preparation of the fifth edition of the *NAB Engineering Handbook*. This undertaking has resulted in a handbook which consists of approximately 1,800 pages and 1,272 illustrations. The book is being published by the McGraw-Hill Book Co. and is the only technical handbook of its kind that treats the entire broadcast system in a logical order, from antenna to studio. This paper will provide you with a "sneak preview" of the new handbook and explain how to use the material to maximum advantage.

MR. WALKER

3-3:25 p.m.

"The Present Status of Stereophonic Broadcasting." *by* C.G. LLOYD, *former chairman, National Stereophonic Radio Committee*

MR. LLOYD

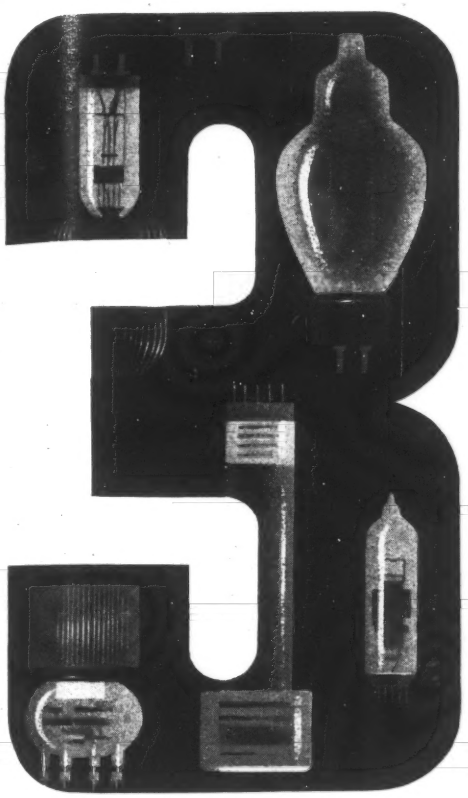
Stereophonic broadcasting has received increased attention by broadcasters recently, and the FCC has proposed rule making looking toward the establishment of appropriate transmission standards for stereo broadcasting on fm stations. The National Stereophonic Radio Committee has been engaged in a study of available systems and has submitted information to the FCC to aid in their consideration of the standards. This paper reviews the various systems which could be utilized and points out the considerations involved in determining transmission standards to be utilized by the industry.

3:30-3:55 p.m.

"Sine Squared Pulses in Tv System Analysis," *by* RALPH KENNEDY, *development engineer, NBC.*

MR. KENNEDY

The history of the development of sine squared pulse testing as it has occured in Europe is traced followed by a comparison of heaviside step vs. sine squared pulse spectra and their effect on a system. The methods of pulse generation are



SOUND REASONS WHY

it pays to replace with Sylvania tubes for broadcasting

1 BREADTH OF LINE

Sylvania offers a wide line of types to fill your tube requirements for AM, FM, VHF, and UHF. Gold Brand Tubes, well-known for their reliability, the finest in high-vacuum power tubes, small power tubes, image orthicons and mercury-vapor rectifiers—all are available from a single dependable source of supply, your Sylvania Industrial Tube Distributor.

2 READY AVAILABILITY

from a specialist in fast service. Your Industrial Tube Distributor's prompt attention to your needs makes him a valuable man to know. He can fill your emergency needs or your normal replacement requirements from his factory-fresh stock. What's more, his extensive inventory is backed by Sylvania's nationwide system of warehousing. Count on him for immediate delivery.

3 QUALITY

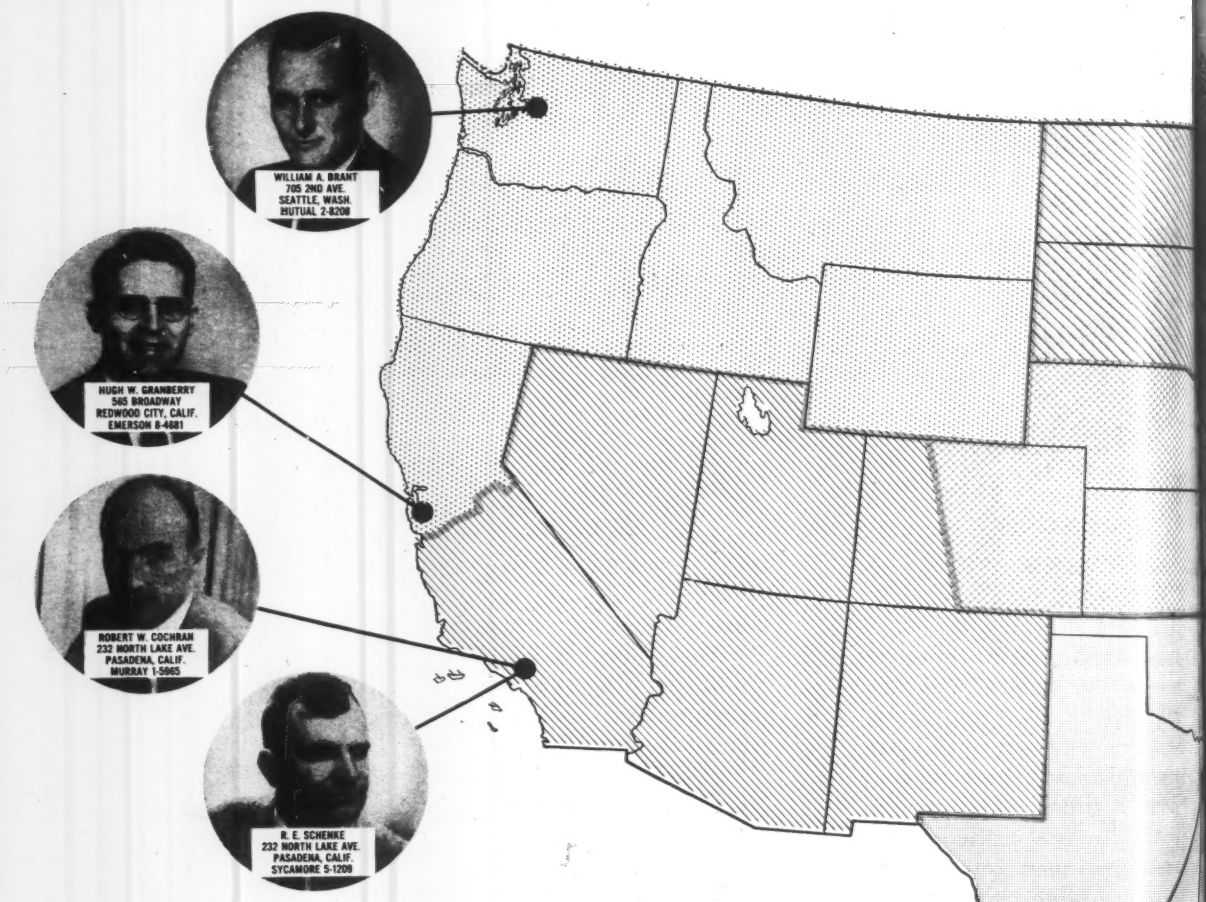
Sylvania quality offers you lower tube costs per hour of operation and reduced maintenance time—helps your station keep its best foot forward with more hours of continuous transmission.

Ask your Sylvania Industrial Tube Distributor for your copy of the informative "Sylvania Industrial Tubes" booklet. Or write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 123, 1100 Main St., Buffalo, N. Y.

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

The new look in General Electric Broadcast Sales and Service

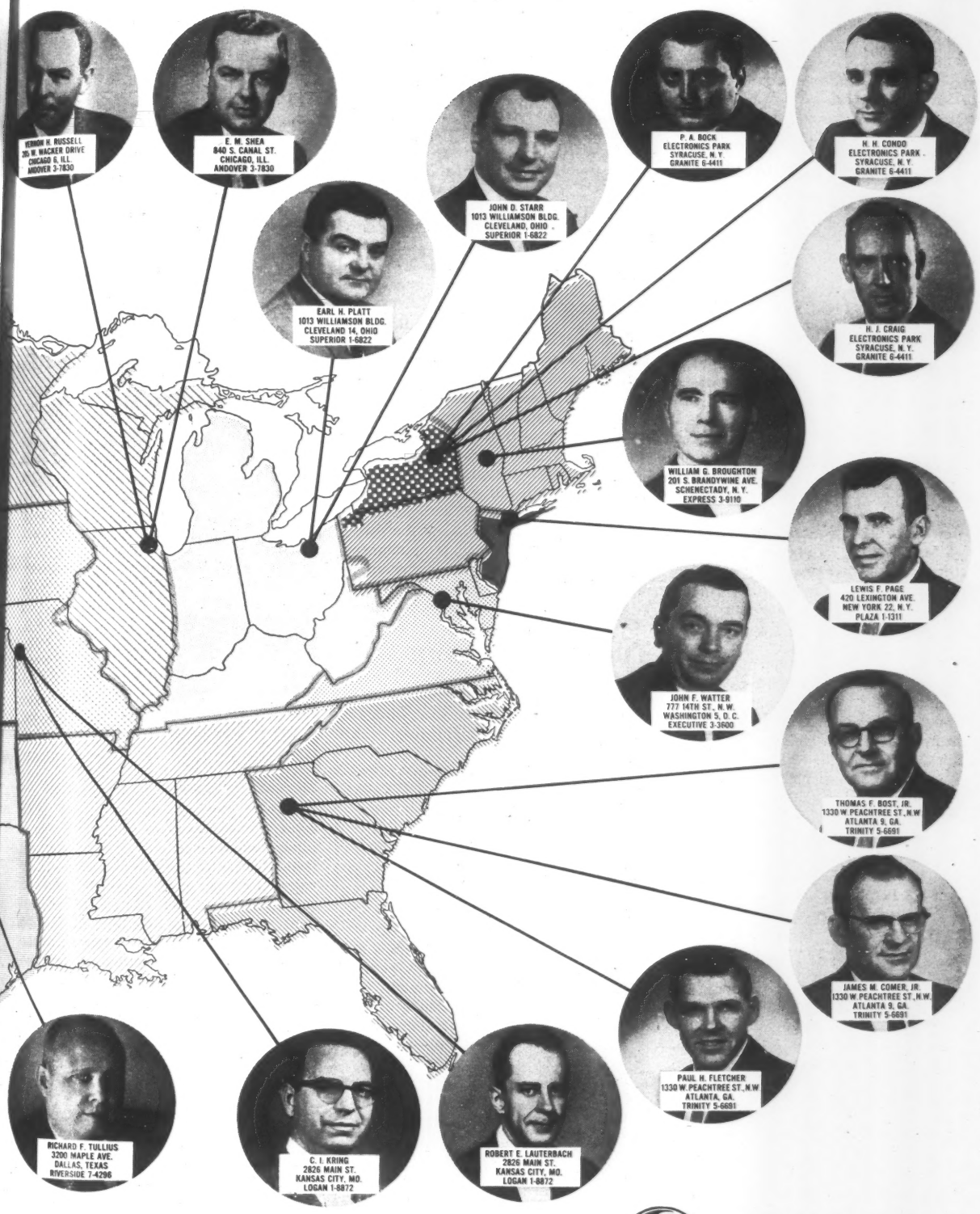


Your General Electric district sales manager and engineering counselor can now serve you even faster. The pioneer broadcast equipment producer has streamlined its field organization to place optimum manpower closest to you.

Now you are in a better position than before to call upon the pioneering know-how of General Electric for assistance, whether it be high-power AM radio; black and white, or color TV, Closed Circuit TV; or the most advanced transistorized audio equipment in the industry today.

New developments will continue to add to the long line of advancements in the art of broadcasting produced by General Electric in its nearly 40 years of service to the industry. Your G-E district sales manager is anxious for the opportunity to contribute all this experience toward improving your present and future profitability. Call him today.

Technical Products Operation, Communication Products Department, General Electric Company, Lynchburg, Va. In Canada, Broadcast Equipment Sales, Canadian General Electric Co., 830 Lansdowne Ave., Toronto, Ontario.



GENERAL ELECTRIC

next presented. The methods of testing various portions of system bandwidth by use of shaped bars, T and 2T pulse is discussed. Rating factors, time-series computations, envelope delay and linearity testing are also considered. It is intended that the paper present a summary of the whole area of sine squared pulse use for system testing.

4-4:25 p.m.

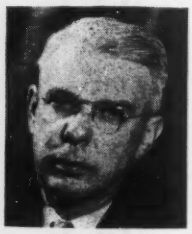
"Improving Tv Picture Quality Through Phase Equalization," *by* R. S. JOSE, *broadcast transmitter design engineer, RCA.*

MR. JOSE

The vestigial side band system of tv transmission has many advantages but it introduces phase distortion. This characteristic must be corrected if the optimum in picture quality is to be obtained. The factors causing this phase, or time delay, distortion are reviewed and the effects on picture quality are illustrated. Practical means of correcting the transmitter envelope delay characteristics are highlighted. Typical calculated and measured envelope delay curves are shown, together with the characteristics of compensating networks. A method of measuring envelope delay at the transmitter site as described and typical system measurements displayed.

4:30-4:55 p.m.

"Automatic Logging of Operating Parameters in Lieu of a Manual Log for AM-FM-TV Stations," *by* GRANVILLE KLINK JR., *chief engineer, WTOP Washington, D.C.*

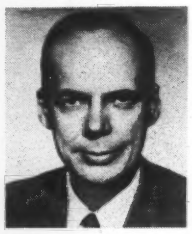


MR. KLINK

This paper will describe the development and installation which is associated with the automatic logging system now in operation at WTOP-AM - FM - TV, Washington, D.C. There are 35 different parameters for five broadcast transmitters, measured and recorded, with only a few seconds interval between each point on the multipoint strip-chart recorders. Fifteen of the measurements for two am transmitters are sent over a single pair telephone line by means of a telemetering servo unit. This information is recorded on a strip chart located in the television master control room some 12 miles distant from the am site. Two more strip charts are provided to handle the three other transmitters, fm, tv video and tv aural.

5-5:30 p.m.

"A New Approach to Balanced Audio Levels," *by* ROBERT B. MONROE, *senior project engineer, CBS Television Network.*



MR. MONROE

In the past, television viewers have registered complaints that portions of television programs are sometimes unpleasantly loud. To determine the reason for these complaints, the CBS Television Network undertook an extensive study of television audio levels. This paper gives a full account of the CBS audio level study. It also describes equipment changes and new operating techniques that have been adopted at all CBS-owned television stations to control the factors responsible for loudness discrepancies and thereby insure the transmission of programs with well-balanced audio levels. As a result of the application of these techniques, listener complaints have been effectively eliminated.

Tuesday morning

8:45 a.m.—Crystal Ballroom

Presiding: JAMES D. PARKER, director, radio frequency engineering, CBS Television Network

Session Coordinator: GEORGE HIXENBAUGH, chief engineer, WMT-AM-TV Cedar Rapids, Iowa

8:45-9:10 a.m.

"Effects of Tower Lighting and Isolation Circuits Upon the Resistance of Various AM Towers," by VIR N. JAMES, consulting radio engineer

MR. JAMES

Calculations and tower resistance measurements indicate that a considerable alteration of antenna resistance of am towers results from isolation circuits. Changes in antenna resistance of as much as 50% occur from improper tower isolation circuits. These resistance changes may be positive or negative. Major resistance changes occur where the self impedance or reactance of the tower is high. Isolation circuits having a reactance opposite in sign to the tower reactance raises the effective tower resistance. Austin transformer isolation under some conditions causes significant changes. This paper will outline the means for minimizing the effects on tower resistance by the various isolation circuits.

9:15-9:40 a.m.

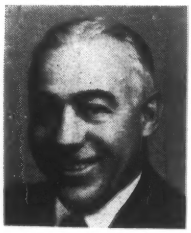
"Characteristics and Applications of Tunnel Diodes," by ERICH GOTTLIEB, application engineer, General Electric Co.

MR. GOTTLIEB

This paper, illustrated with slides, deals with the unique device characteristics of the tunnel diode as well as its temperature, noise and radiation resistance behavior. After analyzing the frequency limitations of the device, the author establishes the gain and stability criteria of amplifier circuits by graphical means. Practical results are discussed including simple switching circuits.

9:45-10:10 a.m.

"Recent FCC Rule Changes," by JAMES E. BARR, assistant chief, Broadcast Bureau, FCC.



MR. BARR

Rules governing the broadcast services have purposes and objectives, which, when applied, achieve an over-all improved broadcast system. The principles involved in the formulation of such rules are discussed together with some difficulties experienced in their application. The administration of broadcast rules and regulations are not immune to controversy and disagreement. Recent amendments to certain of the broadcast rules will be discussed in the light of the administrative agency and their impact on the industry.

10:15-10:40 a.m.

"Determining the Operational Patterns of Directional Tv Antennas," by DR. FRANK G. KEAR, Kear & Kennedy and STEPHEN W. KERSHNER, A.D. Ring & Assoc. (Paper presented by Mr. Kear)

In January 1959, TASO authorized its committee on directional antennas to conduct tests on operating directional tv antennas looking toward development of a means whereby the operational antenna pattern could be determined and to explore the effect of reflections and anomalous propagation on the degree of directivity actually obtained as compared with that calculated.

MR. KEAR

Tests were carried out at WBZ-TV Boston and at WKY-TV Oklahoma City with special directional antenna systems possessing various degrees of directivity. This paper describes such tests and a procedure which was developed whereby the operational antenna pattern could not only be determined but also rechecked at suitable intervals.

10:45-11:10 a.m.

"Constant Level Program Amplifier", by JOHN BIRCH and CHARLES KING, project design engineers, Gates Radio Co. (To be presented by Mr. Birch).

A technical and operational description of an expander-compressor amplifier that does not degrade the system signal-to-noise ratio under "no signal" conditions. Most limiting and compressing amplifiers return to their maximum gain when no signal is present, this raising the system noise by the amount of limiting or compressing used. The amplifier to be described attains maximum gain only when signal is present. Under controlled conditions, it is possible to increase the s/n ratio in the system.

11:15-11:40 a.m.

"The Folded Unipole Antenna for Broadcast," by JOHN B. MULLANEY, consulting engineer.

MR. MULLANEY

Reducing the physical height of an antenna system system without impairing its electrical characteristics is accomplished by means of the folded unipole theory application. Rather than using inductive or capacitive loading, it will be shown that by grounding a structure

FM's big day

Sunday, April 3, has been proclaimed "Fm Day" by Mayor Richard J. Daley of Chicago. It's also Fm Day at the NAB convention. Mayor Daley lauded radio, including fm, for contributions to American living. The proclamation was issued March 24. The mayor called radio "the major educational, cultural and entertainment medium in America."

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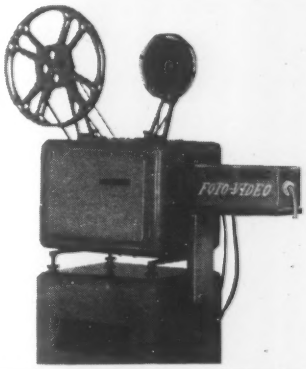

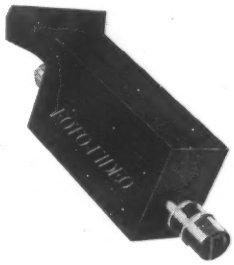

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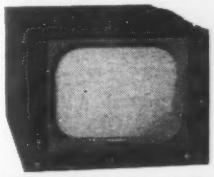
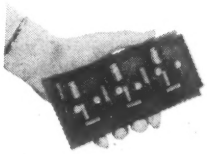
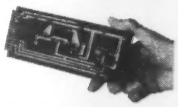
(8" to 27")





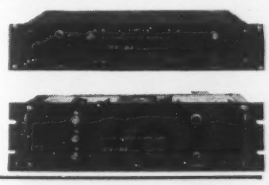


ALL TRANSISTORIZED SYNC GENERATOR

(Top view, left; bottom view showing printed circuitry, right)

V-400 ALL TRANSISTORIZED POWER SUPPLY

(Top, 280 v., 3-A Regulator)
(Bottom, 400 v., 25-A Power Source)



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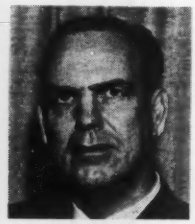
and folding back one or more conductors, it is possible to obtain a wide range of radiation resistances, and at the same time a bandwidth much greater than is possible with the same antenna without loading and the unipole method of feed. A formulation is given for determining the transformation ratio, the radiation resistance, the axial spacing from the tower and the method for determining the ratio between the diameters of the folds and the tower itself. It will be shown that a folded-unipole antenna can operate with a limited ground system and shorter physical length with equivalent efficiencies for normal ground systems and quarter wave antenna heights.

11:45 a.m.-12:10 p.m.

"Experimental Operation of a Co-Channel Supplemental Transmitter to Provide Coverage Fill-in," *by* DANIEL H. SMITH, *vice president and director of engineering, WTEN (TV) Albany, N.Y.*


MR. SMITH

When WTEN commenced operation, it became apparent that the "shadowed" Hudson River Valley received very little signal from the transmitter located 35 miles away, although city grade coverage was predicted over this area based on the FCC Sixth Report. This paper will describe an experiment which was made using an on-channel supplemental transmitter with antenna pattern and location selected to fill in this low signal area. To minimize interference between the two transmitters, precisely offset carrier frequencies were employed, with the offset frequency an even multiple of frame frequency.

12:15-12:30 p.m.

"Manifestations of the Special Law of Electron Eccentricity in Broadcast Equipment," *by* JOHN W. WENTWORTH, *manager, educational electronics, Broadcast and Television Division, RCA.*

Research scientists have understood for many years that electronic devices, even those using transistors, are heat-producing devices and hence subject to the famous three laws of thermodynamics. Only recently, however, has serious attention been devoted to the problem of developing a special theory to explain the frequent deviations between observed and predicted results in electronic devices. It has now become apparent that there is a fourth law, which has been called the "special law of electron eccentricity." This paper consists of a brief historical review of the events leading to the discovery of the special law and a summary of its major manifestations in broadcast equipment. This paper is presented at the request of the NAB Broadcast Engineering Conference Committee.

MR. WENTWORTH

Wednesday afternoon

2:30 p.m.—Crystal Ballroom

Presiding: CLURE OWEN, administrative assistant to the vice president for engineering, ABC.

Session Coordinator: BEN WOLFE, chief engineer, WJZ-TV Baltimore.

2:30-2:55 p.m.

"Tv Automation," by FLOYD R. MCNICOL, manager, Broadcast Systems Group, RCA.

MR. MCNICOL

Automation of the program assembly function is one of the most promising approaches to cost reduction in operation of a tv station. Developments along this line have reached a practical stage and have been installed in existing stations. Important steps in these developments have been the consolidation of equipment and controls and the introduction of agc and alc. This paper will describe the development of basic automation equipment and a system utilizing punched paper tape as the memory device.

3-3:25 p.m.

"Aural Program Automation Techniques," by PAUL C. SCHAFER, Schafer Custom Engineering.

MR. SCHAFER

This paper explores the basic requirements of an automation system. As a part of that analysis, the description of essential equipment functions provides a background for the explanation of the methods of integrating these functions into an automation program sequence. To further the understanding of this integrated operation, there is a detailed description of the automation circuitry and how it operates. As a conclusion, the discussion of the use of auxiliary equipment summarizes the value of such equipment in enhancing the operation of an automation system.

3:30-3:55 p.m.

"Maintenance: Key to Minimizing Videotape Recorder Operational Costs," by JOE ROIZEN, manager of application engineering, Ampex Corp.

MR. ROIZEN

The purchase of an Ampex VR-1000B Videotape recorder brings with it the responsibility of adequate maintenance to keep the equipment in top-notch operating condition. Not only does preventative maintenance serve to maintain the machine in prime condition but more important, minimizes the chance of accidental failure while it is being used on the air. With this in mind, the Ampex Videotape recorder has included in its design many innovations which make maintenance relatively easy and help keep down operational costs by rapid check procedures that are incorporated into the operational setup of the machine. This paper will describe such procedures.

4-4:20 p.m.

"Video Tape Recording Interchangeability Requirements," by K. B. BENSON, senior project engineer, CBS Television Network.

MR. BENSON

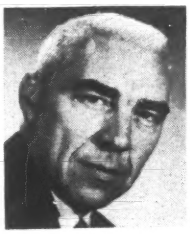
Interchangeability requires close control of many manufacturing parameters and operating standards. Mechanical dimensions of particular importance include those relating to the video track azimuth, pitch and width as well as the angular placement of the four rotating heads. Essential electrical parameters include the value of carrier frequency corresponding to reference video levels. In addition, response frequency characteristics of audio, video, and carrier frequency channels must be standardized. The significant factors concerning the video signal are discussed relative to proposed industry standards and current CBS Television Network practices.

4:20-4:40 p.m.

"Integration of Video Tape With Live and Film Programs," by W. W. MALANG, video facilities engineer, ABC and M. C. WORSTER, eastern division manager, television engineering operations, ABC.

This paper is to be presented in two parts. The first will deal with the operational problems involved in integrating video tape into live programming. The "pros and cons" of the various systems in use today will be discussed. The second part will explore the technical characteristiscs and limitations of the systems used to date to integrate video tape with live programming.

MR. MALANG



MR. WORSTER

4:40-4:50 p.m.

"New IRE Roll-Off as Related to the Broadcaster," by G. EDWARD HAMILTON, director of engineering operations, ABC.

MR. HAMILTON

There have been two IRE standards established for the measurement of video levels (1950 and 1958). The advent of color television brought into focus the need for a measuring tool which would evaluate the luminence component of the signal. The 1958 standard was made to insure adequate suppression of the chrominance components thus permitting its use for either color or black and white signals. Application of the new standard has indicated the desirability of its use with a reduction in tolerance such as to provide more uniform measurement of video levels.

4:50-5:20 p.m.

"Improvements in Television Cameras," by JOHN H. ROE, manager, tv camera engineering, RCA.

MR. ROE

The utilization of advanced circuit techniques and components has made possible significant improvements in the performance of television cameras. Important among the improvements are better stability and reliability which permit simplified operating techniques and less effort on maintenance. In addition, pictures of noticeably better quality are obtained. Development of improved camera tubes is an important aspect of the situation. New equipment embodying these developments will be described.

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Clark, E.H., Booth Bcstg. Co., Detroit, Mich.
Clark, Stewart, CKLW-AM-TV Windsor Ont., Canada
Clay, Henry B., KWKH Shreveport, La.
Clay, John P., WSAZ-TV Huntington, W.Va.
Clinton, George H., WEBC Duluth, Minn.
Clipp, Roger W., Triangle Stations, Philadelphia, Pa.
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Coan, James W., WTOB Winston-Salem, N.C.
Codding, Wm., WSUN St. Petersburg, Fla.
Coe, Dee O., WWCA Gary, Ind.
Coe, Robert, ABC-TV, New York
Cohan, John C., Salinas Valley Bcstg. Corp., Salinas, Calif.
Cohen, I.T., WIIN Atlanta, Ga.
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Comte, George, The Journal Co. (WTMJ), Milwaukee, Wis.
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Cooper, Jack, Employers Reinsurance Corp., Kansas City, Mo.
Cooper, Jim W., WFAA-AM-FM-TV Dallas, Tex.
Corken, M., WHBF Rock Island, Ill.
Corwin, Sherrill C., Corwin Radio & Tv Enterprises, Los Angeles, Calif.
Covell, Arthur E., WKZO-AM-TV Kalamazoo, Mich.
Covington, Oscar P., WCOV Montgomery, Ala.
Cowan, Ken, BROADCASTING magazine.
Cox, Lester L., KYTV-TV Springfield, Mo.
Coyle, John J., KVIL Dallas, Tex.
Craddock, Douglas L., WLOE Leaksville, N.C.
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Crain, Maury, WLBC Muncie, Ind.
Crain, Paul, KUDI Great Falls, Mont.
Cran, Thornton W.C., Rogers Radio Bcstg. Co., Toronto, Ont., Canada
Crater, Rufus, BROADCASTING magazine.
Crawford, A. Arthur, KCBH-FM Beverly Hills, Calif.
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Crawford, Duane A., Raytheon Co., Waltham, Mass.
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Cupp, Roderick, B., KOFO Ottawa, Kan.
Curran, Robert, ABC-TV, New York
Curry, Wm. F., KTTS-AM-TV Springfield, Mo.
Curtis, Ralph W., (WRAMC-TV), Walter Reed Army Medical Center, Washington, D.C.
Czarra, Edgar T., Assoc. of Max. Serv. Telecasters, Washington, D.C.

D

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Dailey, Gordon, WNAM Neenah, Wis.
Dalton, Don G., Gill-Perna Inc., Chicago, Ill.
Damm, Fred H., Collins Radio Co., Cedar Rapids, Iowa
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Davidson, Mrs. Georgia M., KTVB Boise, Idaho
Davidson, S.D., KOA Denver, Colo.
Davis, Donald D., KMBC Kansas City, Mo.
Davis, Edward, KDFC San Francisco, Calif.
Davis, George C., Washington, D.C.
Davis, Walter L., Washington, D.C.
Dawson, W. Thomas, CBS, New York
Deason, Willard, KVET Austin, Tex.
Deck, Stanley T., KDIX-AM-TV Dickinson, N.D.
Decker, Fred, Printers' Ink, New York
De Dominicis, Aldo, WHAY Hartford-New Britain, Conn.
DeGray, E.J., ABC, New York
DeGroot, Don, WWJ-AM-TV Detroit, Mich.
DelCoro, R.J., Modern Tv, New York
Delehanty, James B., Tv Digest, Radnor, Pa.
DeLier, Jacques, KWTV (TV) Oklahoma City, Okla.
Dennis, Ed, KMBC, Kansas City, Mo.
Dennis, Harry, WERE Cleveland, Ohio
DeRose, Charles N., WHYN Springfield, Mass.
DeSmit, Donald W., WKZO-TV Kalamazoo, Mich.
Dettman, Robert A., KDAL Duluth, Minn.
DeVries, Van Beuren W., WGR Buffalo, N.Y.
Dickey, Perry, KONO-TV San Antonio, Tex.
Dickinson, John F., Harrington, Righter & Parsons, New York
Dickoff, Chas. R., Heart o'Wisconsin Bcstrs. Inc., Madison, Wis.
Dietrich, George S., NBC, New York
Dillon, Robert W., KRNT Des Moines, Iowa
Dinsmore, Richard, Screen Gems Inc., Hollywood, Calif.
Dirks, Dietrich, KTIV (TV) Sioux City, Iowa
Dixon, John J., WLBK DeKalb, Ill.
Dodson, Eugene B., WTVT (TV) Tampa, Fla.
Dolberg, Glenn, Broadcast Music Inc., New York
Dorschug, Harold A., Travelers Bcstg. Service Corp., Hartford, Conn.
Doubleday, Bob, KATV (TV) Little Rock, Ark.
Douglas, Harold, KMMO Marshall, Mo.
Douglas, Jack E., WCSI Columbus, Ind.
Doyle, Allan L., WSOY, Decatur, Ill.
Draughon, Louis R., WSIX Nashville, Tenn.
Dreher, Robert L., WGAL-TV Lancaster, Pa.
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Drown, Douglas N., WTWN St. Johnsbury, Vt.
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Dudley, Richard D., WSAU-AM-TV Wausau, Wis.
Dudley, Robert L., The Meeker Co., New York
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Duncan, Richard S., Washington, D.C.
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Dunn, E.B., RCA Custom Record Division, New York
Dunn, Jack, WDAY Fargo, N.D.
Dunville, R.E., Crosley Bcstg. Corp., Cincinnati, Ohio
Duvall, Charles F., Fisher, Wayland, Duvall & Southmayd, Washington, D.C.

E

Eagan, R. Russell, Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington, D.C.
Eastman, Newell, KOGA Ogallala, Neb.
Eastwood, Clive, Rogers Radio Bcstg. Co., Toronto, Ont., Canada
Ebel, A. James, KOLN-TV Lincoln, Neb.
Edison, Edward, Hammett & Edison, San Francisco, Calif.
Edney, Grady, Storer Bcstg. Co., Miami Beach, Fla.
Edwards, Neal J., WMAL-TV Washington, D.C.
Edwards, Phil, Broadcast Advertisers Reports, New York
Ehrenberg, Gustave, Minn. Honeywell Brown Div., Philadelphia, Pa.
Eicholzer, Al, WSYR Syracuse, N.Y.
Eiland, Theodore A., WLOS, Asheville, N.C.
Ekberg, William A., Meyer Bcstg. Co., Bismarck, N.D.
Ellerman, Gene, Fetzer Tv Inc., Cadillac, Mich.
Elliot, I.A., KATL Miles City, Mont.
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Embury, Allen H., WDUZ Green Bay, Wis.
Engelhardt, Robert G., KVTV (TV) Sioux City, Iowa
Enoch, Robert D., WXLW Indianapolis, Ind.
Epperson, Joseph B., WEWS (TV) Cleveland, Ohio
Erdman, Ellis E., Radio Ithaca Inc., Ithaca, N.Y.
Erickson, John, Media/Scope, Skokie, Ill.
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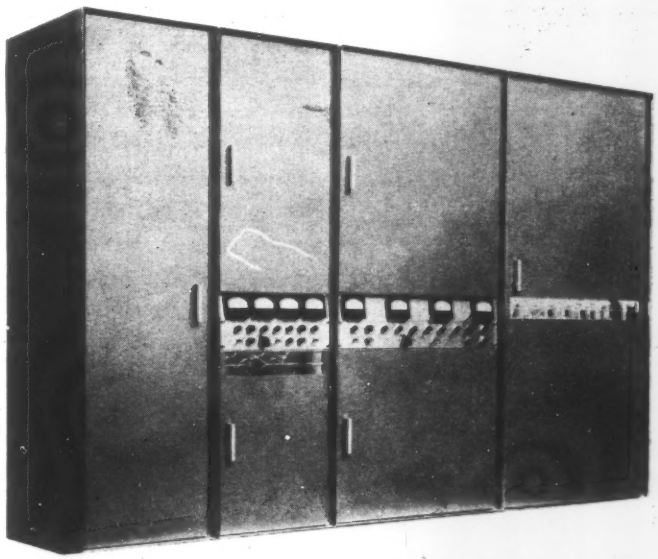

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Ewing, Clayton, WFRV (TV) Green Bay, Wis.

F

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Falkenstein, Max G., WREN Topeka, Kan.
Faust, A.D., WJRT, Flint, Mich.
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Fender, Robert E., Programatic Bcstg., New York
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Ferguson, Robert W., WTRF, Wheeling, W.Va.
Fetzer, John E., WKZO Kalamazoo, Mich.
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Finnegan, Patrick S., WLBC Muncie, Ind.
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Fry, Howard H., KFDX-TV Wichita Falls, Tex.
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Greenmeyer, P., RCA Camden, N.J.
Gregg, Paul, Bauer Electronics Corp., Burlingame, Calif.
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Griffith, E. T., RCA Camden, N.J.
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Harlow, Roy, Broadcast Music Inc., New York
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Havens, Wilbur M., WTVR-TV Richmond, Va.
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Hayden, J. Roger, Dresser-Ideco Co., Columbus, Ohio
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Holmes, Harold, WTOL Toledo, Ohio
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Honeycutt, B.B., KRLD-TV Dallas, Tex.
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Hough, Hal, CBS Tv Stations, New York
Hough, Harold, WBAP Forth Worth, Tex.
Houwink, Fred S., WMAL-AM-FM-TV Washington, D.C.

Hovel, Ben F., WKOW-AM-TV Madison, Wis.
Howard, Lee, WEAU Eau Claire, Wis.
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Howlett, Frank, Lennen & Newell, New York
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Hudgens, Joe, KRNT Des Moines, Iowa
Hudson, Rex, KDAL Duluth, Minn.
Hudson, Wilbur, WAVE Louisville, Ky.
Huelster, Robert, WCCO Minneapolis, Minn.
Hughes Frank, Radio Guardian, Port of Spain, Trinidad
Hunt, Clyde M., Wash. Post Broadcast Div., Washington, D.C.
Hunter, William C., WJHL-AM-FM-TV Johnson City, Tenn.
Hurlburt, John, WFBM Indianapolis, Ind.
Hurley, John J., WNEB Worcester, Mass.
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Hylan, William B., CBS Tv Network, New York Oakland, Calif.
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Ing, George, KONO-AM-FM-TV San Antonio, Tex.
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J

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Jackson, Peter, Telescript-CSP Inc., New York
Jackson, William, KENS-AM-TV San Antonio, Tex.
Jacobs, Bernard, WFMT Chicago, Ill.
Jacobs, George G., Corinthian Bcstg. Corp., New York
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Joseph, Ken, Ziv-Economee Tv Programs, New York

K

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Kaye, Sydney M., Broadcast Music Inc., New York
Kean, Walter F., Riverside, Ill.
Kearney, Donald L., Corinthian Bcstg. Corp., New York
Kearns, Bob, WIBW Topeka, Kan.
Keenan, John J., WANE Fort Wayne, Ind.
Keese, Alex C., WFAA-AM-FM-TV Dallas, Tex.
Keller, O.J., WTAX Springfield, Ill.
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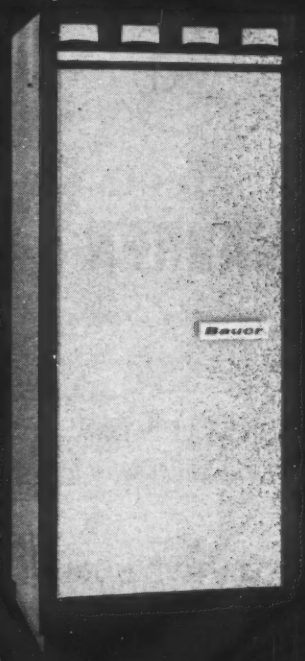

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Kelly, Edward H., RCA Recorded Program Serv., New York
Kelly, Ewing C., KCRA-TV Sacramento, Calif.
Kelly, John J., Storer Bcstg. Co., Miami Beach, Fla.
Kelly, Jon S., KCRA-TV Sacramento, Calif.
Kelser, Philip L., Philip L. Kelser & Assoc., New York
Kemme, Marjorie D., Crosley Bcstg. Corp., Cincinnati, Ohio
Kendall, Joe, Cascade Bcstg. Co., Pasco, Wash.
Kennedy, John R., NBC, Burbank,, Calif.
Kennedy, Vann M., KZTV (TV) Corpus Christi, Tex.
Kennon, Leslie L., KWTO Springfield, Mo.
Kerman, Arthur, Governor Tv Attractions Inc., New York
Ketcham, Keith, WOI Ames, Iowa
Kettler, Stanton P., Storer Bcstg. Co., Miami Beach, Fla.
Keur, Cornelius, KAIM-AM-FM Honolulu, Hawaii
Kidd, N. Wilbur, WAYB Waynesboro, Va.
Kiefer, J.B., KMLA Los Angeles, Calif.
Kilpatrick, Leroy E., WSAZ-TV Huntington, W.Va.
Kindred, Robt. N., KWKY Des Moines, Iowa
King, Robert B., WSOY Decatur, Ill.
King, Wm. C. Jr., WVEC-TV Hampton-Norfolk, Va.
Kirby, Joseph B., WROK Rockford, Ill.
Kirk, Brent H., KUTV (TV) Salt Lake City, Utah
Kirtland, Clifford M., Transcontinent Tv Corp., New York
Kiss, James M., TV Digest, Radnor, Pa.
Kizer, Peter, WOOD Grand Rapids, Mich.
Klatt, John F., Media/Scope, Skokie, Ill.
Klaus, Richard M., WERE Cleveland, Ohio
Klein, Allen, The Pulse Inc., New York
Kline, B.H., Kline Iron & Steel Co., Columbia, S.C.
Kline, M.A., Kline Iron & Steel Co., Columbia, S.C.
Klink, Granville Jr., WTOP Washington, D.C.
Knapp, Ogden, NBC, New York
Knight, John, KRCA (TV) Los Angeles, Calif.
Knode, Thomas E., NBC, New York
Knodel, J.W., Avery-Knodel Inc., Chicago, Ill.
Kobak, Edgar, WTWA Thomson, Ga.
Kocher, C.F., ABC, Detroit, Mich.
Koehler, George A., WFIL Philadelphia, Pa.
Kockritz, Ewald, Storer Bcstg. Co., Miami Beach, Fla.
Koelker, Anthony, KMA Shenandoah, Iowa
Koepke, Edwin E., KDEN Denver, Colo.
Koessler, Walter, WPST-TV Miami, Fla.
Kolar, Barbara, BROADCASTING magazine.
Kolata, Carl V., WTTN Watertown, Wis.
Kops, Daniel W., WAVZ New Haven, Conn., and WTRY Troy, N.Y.
Kost, O.D., WRMS Beardstown, Ill.
Koster, H. William, WEAN-WPJB-FM Providence, R.I.
Kotera, William J., WOW Omaha, Neb.
Kramer, Worth, WJR Detroit, Mich.
Kreider, Kenneth L., WGAL Lancaster, Pa.
Krieghoff, Robert H., WTOL Toledo, Ohio
Krueger, Herbert L., WTAG Worcester, Mass.
Kruger, Joseph, WWOK Charlotte, N.C.
Krutilek, George, WFAA-TV Dallas, Tex.
Kuck, Karl, WPON Pontiac, Mich.
Kudlata, Leonard J., Standard Rate & Data, Skokie, Ill.
Kusack, W.P., ABC, Chicago
Kussart, Jack, WTVP-TV Decatur, Ill.
Kyle, James W., WTVR-TV Richmond, Va.

L

Lackey, F. Ernest, WHOP Hopkinsville, Ky.
LaDow, Burton B., KTVK (TV) Phoenix, Ariz.
Laeser, Phillip B., The Journal Co., Milwaukee, Wis.
Laing, Malcolm, ABC-TV, New York
Lamb, M.J., WIMA Lima, Ohio
Lambe, Robert M., WTAR Norfolk, Va.
Lambert, Dr. Edward, KOMU Columbia, Mo.
Lambeth, Frank S., WMFR High Point, N.C.
Lancaster, Hanes W. Jr., WJHL-FM-TV Johnston City, Tenn.
Land, Herman W., Corinthian Bcstg. Corp., New York
Land, Ned, The Jingle Mill, New York
Landis, H. Dewitt, Hamilton-Landis & Assoc., Dallas, Tex.
Lane, C. Howard, KOIN Portland, Ore.
Lane, Frank S., KRMG Tulsa, Okla.
Lane, Homer, KOOL Phoenix, Ariz.
Lanford, T.B., KRMD Shreveport, La.
Lang, J. Milton, WGY & WRGB (TV) Schenectady, New York
Lang, Robert L., Hughey & Phillips Inc., Chicago, Ill.
Langlois, John D., Lang-Worth Feature Programs, New York
Lapkin, Nathaniel, WAST Albany, N.Y.
Lareau, Michael O., WOOD Grand Rapids, Mich.
Larsen, M. Dale, KTVH (TV) Hutchinson, Kan.
Larson, C.A., Meredith Bcstg. System, Des Moines, Iowa
Larson, George A., WADP Kane, Pa.
Lasker, H. Peter, Crosley Bcstg. Co., New York
Lasko, Ed, WSJV-TV South Bend and WTRC Elkhart, Ind.
Laughlin, Frank, WGEM Quincy, Ill.
Laux, John J., WSTV-TV Steubenville, Ohio
Lawrence, Craig, CBS Tv Stations, New York
Lawrence, Dick, Ziv-Economee Tv Programs, New York
Layman, Mike, WSFC Somersett, Ky.
Layne, C.N., KID-TV Idaho Falls, Idaho
Leach, Harold H., Alford Mfg. Co., Boston, Mass.
Leach, Robert, KTVU (TV) San Francisco-Oakland, Calif.
Leake, James C., Tulsa Bcstg. Co., Tulsa, Okla.
LeBrun, Harry, WLWA (TV) Atlanta, Ga.
Lee, Carl E., WKZO Kalamazoo, Mich.
Lee, Terry, WAGA Atlanta, Ga.
Leeman, Alvin, WKBH-WKBT (TV) LaCrosse, Wis.
LeMoyne, Joseph H., WPAY Portsmouth, Ohio
Lenwell, LeRoy W., McCook Bcstg. Co., McCook, Neb.
Leonard, James, WLWC (TV) Columbus, Ohio
Levi, Win, BROADCASTING magazine.
Levitan, Donald, KADY St. Charles, Mo.
Lewin, Richman, KTRE-AM-TV Lufkin, Tex.
Lewis, Dick, KTAR Phoenix, Ariz.
Lewis, Gorden D., Advertising Age, Chicago, Ill.
Linbaugh, W.H., WATE-AM-TV Knoxville, Tenn.
Lind, A.H., RCA, Camden, N.J.
Lindell, Richard L., WTAR Norfolk, Va.
Linder, H.W., KWLM Willmar, Minn.
Linder, Willard, KWLM Willmar, Minn.
Lindow, Lester W., Assoc. of Max. Serv. Telecasters, Washington, D.C.
Lindsay, Merrill, WSOY, Decatur, Ill.
Lipson, Harry R., WJBK Detroit, Mich.
Little, Frank J. Jr., Hughey & Phillips, Washington, D.C.
Livesay, J.R., WLBH Mattoon, Ill.
Livingston, Sam, WPSD-TV Paducah, Ky.
Lockwood, Edward C., WGBS Miami, Fla.
Lodge, Williams D., CBS-TV, New York
Loffler, Gene, KVFD Fort Dodge, Iowa
Lohnes, George M., Lohnes & Culver, Washington, D.C.
Long, George I. Jr., Ampex Corp., Redwood City, Calif.
Long, Maury, BROADCASTING magazine.
Loughnane, Donald A., WHB Kansas City, Mo.
Louther, Paul C., WVET Rochester, N.Y.
Louvau, Norman, KCPX-AM-TV Salt Lake City, Utah
Love, E.J., WWJ Detroit, Mich.
Loyet, Paul A., WHO Des Moines, Iowa
Lucy, C.T., WRVA Richmond, Va.
Luddy, E.N., RCA, Camden, N.J.
Lyford, Elmore B., Maine Radio-Tv Co., Portland, Me.
Lyke, Ervin F., WVET, Rochester, N.Y.
Lyon, John, KSEN Shelby, Mont.
Lyons, Eugene, WKY-AM-TV Oklahoma City, Okla.

M

MacDonald, Donald P., Smith & Pepper, Washington, D.C.
MacFarland, F.R., American T&T Co., New York
Machcinski, Stephen A. Jr., Young Tv Corp., New York
Mackey, Wright, WRAK Williamsport, Pa.
MacMillan, Lowell H., WHEC Rochester, N.Y.
Madsen, Arch L., Assoc. of Max. Serv. Telecasters, Washington, D.C.
Magee, Robert G., WHUM Reading, Pa.
Mahla, Louis E., WLEC Sandusky, Ohio
Malang, A.W., ABC, New York
Malone, Edward A., KBES Medford, Ore.
Mann, Reed, KBTV (TV) Denver, Colo.
Manning, Robert J., The Meeker Co., Chicago, Ill.
Manship, Douglas L., WBRZ Baton Rouge, La.
Mantle, C.H., WAEF-FM Cincinnati, Ohio
Marcoux, Rudolph O., WLBZ-TV Bangor, Me.
Marks, Leonard H., Cohn & Marks, Washington, D.C.
Markward, John S., WOOD Grand Rapids, Mich.
Marquis, Pierre, Screen Gems Inc., New York

Marshall, Clifford B., Blackburn & Co., Atlanta, Ga.
Marshall, Glenn Jr., WJXT (TV) Jacksonville, Fla.
Mart, Robert I., WJRT (TV) Flint, Mich.
Martin, Bill, KMMJ Grand Island, Neb., KXXX Colby, Kan.
Martin, Dan, WNDU South Bend, Ind.
Martin, Dwight W., WAFB-TV Baton Rouge, La.
Martin, Joe, WDSC Dillon, S.C.
Martin, Roy, WTVM (TV) Columbus, Ga.
Martin, Stuart T., WCAX-TV South Burlington, Vt.
Marx, Frank, ABC, New York
Maschmeir, Howard W., WNHC New Haven, Conn.
Mason, Curtis, KFI Los Angeles, Calif.
Mason, Richard H., WPTF Raleigh, N.C.
Mason, Robert, Cellomatic Corp., New York
Mathiot, J.E., WGAL-AM-TV Lancaster, Pa.
Matthews, Tom, WNEM-TV Bay City-Saginaw, Mich.
Mayer, Thomas, Marconi's Wireless Telegraph Co. Ltd., Chelmsford, Essex, England
Mayeux, Jules L., WBRZ Baton Rouge, La.
Mayfield, W.E., WMBI Chicago, Ill.
McAndrews, Bob, KBIG Avalon, Calif.
McAndrews, Kevin, KTTS-TV Springfield, Mo.
McCabe, Aloysius B., Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington, D.C.
McCann, Jim, Media/Scope, New York
McClanahan, George L., KPHO Phoenix, Ariz.
McCloud, J.T., WATE-AM-TV Knoxville, Tenn.
McClung, Mickey, Golden Empire Bcstg., San Francisco, Calif.
McClymonds, Clyde C., Storer Bcstg. Co., Miami Beach, Fla.
McCollough, Clair, WGAL Lancaster, Pa.
McConnell, James V., Venard, Rintoul & McConnell Inc., New York
McConnell, Robert B., Indiana Bcstg. Corp., Indianapolis, Ind.
McCoy, John E., Storer Bcstg. Co., Miami Beach, Fla.
McCready, S.W., KVAL Eugene, Ore.
McDaniel, William K., NBC, New York
McDermott, Gerard B., KBUR Burlington, Iowa
McDermott, John H., WJBC Bloomington, Ill.
McDermott, Mrs. Gerard B., KBUR Burlington, Iowa
McDougald, Worth, WWNS Statesboro, Ga.
McDowell, Theodore N., WMAL-TV Washington, D.C.
McElroy, R.J., KWWL Waterloo, Iowa
McGannon, Donald H., Westinghouse Bcstg. Co., New York
McGuire, John L., KTWO-AM-TV Casper, Wyo.
McIntosh, Robert J., WWJ Detroit, Mich.
McKenna, James A. Jr., McKenna & Wilkinson, Washington, D.C.
McKensie, Thomas E., Alford Mfg. Co., Boston, Mass.
McKernan, Ed J. Jr., KVOE Emporia, Kan.
McKernan, Ed J. III, KVOE Emporia, Kan.
McKinnon, Clinton D., KVOA Tucson, Ariz.
McKnight, George W., Minneapolis-Honeywell, Philadelphia, Pa.
McLean, P. Scott, Crosley Bcstg. Co., New York
McLeod, Court, ABC-TV, Hollywood, Calif.
McMurray, James, WSIX Inc., Nashville, Tenn.
McMurray, Maurice, Storer Bcstg. Co., New York
McNaughten, Neal K. Ampex Corp., Redwood City, Calif.
Meehan, E.J., WDAU Scranton, Pa.
Meeker, Robert D.C., The Meeker Co., New York
Megna, Eleanor, Tv Stations Inc., New York
Melloh, Clifford I., WHO Des Moines, Iowa
Menke, Don, WFBM-TV Indianapolis, Ind.
Mercer, Donald J., NBC, New York
Merkle, Joe, ABC-TV, New York
Merritt, Bill, BROADCASTING magazine.
Michael, Jack, WREC-AM-TV Memphis, Tenn.
Michaels, Bill, WJBK-TV Detroit, Mich.
Middleton, Thomas F. Jr., WVCG Coral Gables, Fla.
Middleton, Warren, BROADCASTING magazine.
Millenson, Byron, WCAO Baltimore, Md.
Miller, A.M., RCA, Camden, N.J.
Miller, C.E., KOMO-AM-TV Seattle, Wash.
Miller, Franklin G., KJAN Atlantic, Iowa
Miller, Harold E., WGAL-TV Lancaster, Pa.
Miller, Ray T. Jr., WERE Cleveland, Ohio
Miller, Reed, Arnold, Fortas & Porter, Washington, D.C.
Miller, Robert E., KALB Alexandria, La.
Miller, Samuel, Washington, D.C.
Mills, Martin, The Meeker Co., New York
Mitchell, Joe H., WFLA Tampa, Fla.
Monahan, Richard J., WTRY Troy, N.Y.
Moody, Bill, KEPR Pasco, Wash.

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Moore, Art, Art Moore & Assoc., Seattle, Wash.
Moore, Dale G., KBMN Bozeman, Mont.
Moore, David C., Transcontinent Tv Corp., New York
Moore, Ellis, NBC, New York
Moore, F.S., WJR Detroit, Mich.
Morby, Ole G., TLF Bcstrs. Inc., New York
More, Herbert R., Kliegl Bros., New York
Moreland, William J., CONRAC Inc., Glendora, Calif.
Morency, Paul W., Travelers Bcstg. Service Corp., Hartford, Conn.
Morgan, Edward P., Welch, Mott & Morgan, Washington, D.C.
Moroney, J.M. Sr., WFAA-AM-FM-TV Dallas, Tex.
Moroney, James M. Jr., WFAA-AM-FM-TV Dallas, Tex.
Morris, David H., KNUZ Houston, Tex.
Morris, Robert W., Broadcast Advertisers Reports, New York
Morris, R.M., ABC, New York
Morrison, W., RCA, Camden, N.J.
Mortensen, Robert A., WIIC (TV) Pittsburgh, Pa.
Mosby, A.J., KMSO-TV Missoula, Mont.
Moseley, Thomas B., Continental Electronics Mfg. Co., Dallas, Tex.
Motley, Ray, WMOH Hamilton, Ohio
Mott, Harold E., Welch, Mott & Morgan, Washington, D.C.
Moudy, Dale, WING Dayton, Ohio
Mulhall, Bob, WOI Ames, Iowa
Mullin, Earl, ABC, New York
Murchison, Hugh R., KPOL Los Angeles, Calif.
Murphy, C.J., WCTA-AM-FM Andalusia, Ala.
Murphy, John T., Crosley Bcstg. Corp., Cincinnati, Ohio
Murphy, Kieran T., Crosley Bcstg. Corp., Cincinnati, Ohio
Murphy, Roland A., Washington State Assn. of Bcstrs., Seattle, Wash.
Murtha, Andrew J., TLF Bcstrs. Inc., New York
Myers, W.F., Sesac Inc., New York

N

Nail, Dawson, BROADCASTING magazine.
Neal, Harold L. Jr., WXYZ Detroit, Mich.
Neff, Jack, Broadcast Electronics Inc., Silver Spring, Md.
Neitlich, Jack, Ampex Corp., Redwood City, Calif.
Newberry, Mack, KPAC-TV Beaumont-Port Arthur, Tex.
Newgard, Robert, Screen Gems Inc., Chicago, Ill.
Newman, Cy, WAVY Norfolk, Va.
Nielsen, Sam S., WTRY Troy, N.Y.
Nierman, Martin, Edward Petry & Co., New York
Nolte, Vernon A., WJBC Bloomington, Ill.
Nopper, C.G., WMAR-TV Baltimore, Md.
Nord, Evans A., KELO Sioux Falls, S.D.
Norman, Hugh R., Norman & Norman Inc., Davenport, Iowa
North, Paul, WDDS-FM Syracuse, New York
Northrop, Johnston F., Corinthian Bcstg. Corp., New York
Norton, George W. IV, WAVE Inc., Louisville, Ky.
Novik, Harry, WLIB New York
Novik, M.S., Consultant, New York
Nowell, Leon M., KTVK (TV) Phoenix, Ariz.
Nunan, Thomas R. Jr., Steinman Radio Stations, Lancaster, Pa.

O

Oakley, Ron, KFAC Los Angeles, Calif.
Ockershausen, Andrew M., WMAL Washington, D.C.
O'Connell, Raymond T., NBC, New York
Odeal, Albert L., TeleFeatures Inc., New York
O'Donnell, William C., KMOX St. Louis, Mo.
Odson, Robert L., WMOH Hamilton, Ohio
O'Grady, James F., Young Tv Corp., New York
O'Hagan, Bazil, WNDU-AM-TV South Bend, Ind.
Ohleyer, Robert F., WISH Indianapolis, Ind.
Olson, Harold O., Collins Radio Co., Cedar Rapids, Iowa
Ohrt, Herb, KGLO Mason City, Iowa
O'Neil, Arthur, WSBT South Bend, Ind.
Osbon, John, BROADCASTING magazine.
Owen, Clure, ABC, New York

P

Paasch, Robert H., WCKT Miami, Fla.
Pabst, William D., KTVU (TV) San Francisco-Oakland, Calif.
Page, Allan, KGWA Enid, Okla.
Palmquist, Charles R. Jr., Station Planning Service, Turlock, Calif.
Pamphilon, L. Edward, U.S. Information Agency, Washington, D.C.
Paretti, Joseph A., WVUE New Orleans, La.
Paris, Herman M., WWDC Washington, D.C.
Parker, Harold, KMLA Los Angeles, Calif.
Parsons, James O., Harrington, Righter & Parsons, New York
Parton, Frank, Screen Gems Inc., Dallas, Tex.
Paske, Rolland, WEMP Milwaukee, Wis.
Patricelli, Leonard J., WTIC-TV Hartford, Conn.
Patt, John F., WJR Detroit, Mich.
Patterson, W. Kenneth, WSIV Pekin, Ill.
Patti, Carmine, ABC-TV, New York
Patton, Billy, WJAR-TV Providence, R.I.
Patton, W.A., KPEL Lafayette, La.
Paul, Ed, WERE Cleveland, Ohio
Paule, Verne, WJPS Evansville, Ind.
Paxton, E.J. Jr., WPSD-TV Paducah, Ky.
Peck, Dick, WREX Rockford, Ill.
Peck, Harry D., KODY North Platte, Neb.
Peden, Katherine G., WHOP-WRLX (FM) Hopkinsville, Ky.
Peffer, John C., WTAR Norfolk, Va.
Pegler, Bill, Television Zoomar Co., New York
Pegler, Jack A., Television Zoomar Co., New York
Pellegrin, Frank E., WATO Oak Ridge, Tenn.
Peltason, Paul E., KTVI (TV) St. Louis, Mo.
Pengra, Marshall H., KLTV (TV) Tyler, Tex.
Pepper, Vincent A., Smith & Pepper, Washington, D.C.
Perkins, C.A., WJTV (TV) WSLI Jackson, Miss.
Perna, John J. Jr., Gill-Perna, Inc., N.Y.
Petersmeyer, C. Wrede, Corinthian Bcstg. Corp., N.Y.
Peterson, Edwin R., Keystone Bcstg. System, Chicago, Ill.
Peterson, Francois, KWLM Willmar, Minn.
Peterson, Howard O., KFBI Wichita, Kan.
Peterson, Phillip, Community Club Awards, Westport, Conn.
Petrik, Jack, KETV-TV Omaha, Neb.
Petry, Edward, Edward Petry & Co., Inc., New York
Phelps, Gene, KPTV (TV) Portland, Ore.
Phillips, Howard, KVOO Radio, Tulsa, Okla.
Phillips, Miss Elaine S., Atlanta, Ga.
Pierce, Theodore, WEST Easton, Pa.
Pierce, William F., Standard Rate & Data, Atlanta, Ga.
Plotkin, H.M., KQAQ Austin, Minn.
Pointer, R. L., ABC, New York
Poole, Bill, WFTR Front Royal, Va.
Poole, John H., KBIG Avalon, Calif.
Postles, Norman, WEAU Eau Claire, Wis.
Potter, Hugh O., WOM Owensboro, Ky.
Potter, Roland B., Wilkes Bcstg., Co., N. Wilkesboro, N.C.
Powell, John W., KHAS Hastings, Neb.
Powley, Allan T., WMAL-AM-FM-TV Washington, D.C.
Prager, E.S., Sesac Inc., New York
Prater, Robert H., Programatic Bcstg., New York
Pratt, Dana, RCA, Camden, N.J.
Pratt, Roy W., WHO Des Moines, Iowa
Preston, J.G., ABC, New York
Priaulx, Wm. J., WRAC Inc., Racine, Wis.
Prior, Thos. C.J., WJAR-AM-TV Providence, R.I.
Pullen, Weston C. Jr., Time Inc., New York
Pyle, George A., WMBD Peoria, Ill.

Q

Quarton, William B., WMT Cedar Rapids, Iowa
Quinlan, S.C., WBKB (TV) Chicago, Ill.

NAB PREVIEW

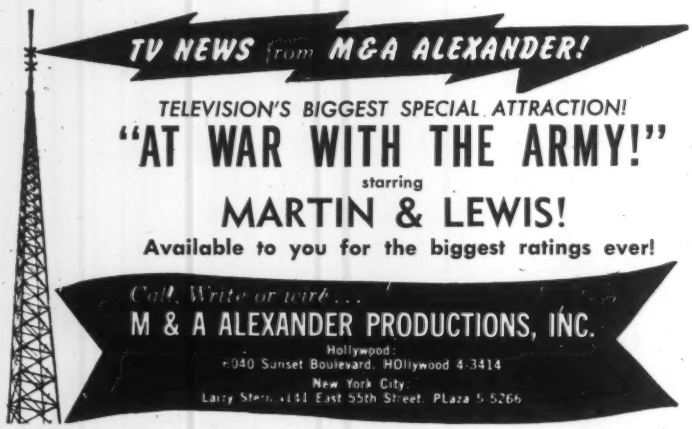
REGISTRATION CONTINUED

R

Rabell, Dorothy, KITT (FM) San Diego, Calif.
Rabell, Fred, KITT (FM) San Diego, Calif.
Ragsdale, Frank, WTVM (TV) Columbus, Ga.
Ramsey, Glenn, Sesac Inc., New York
Ramsland, Odin S., KDAL Duluth, Minn.
Rashbaum, Cris, Harrington, Righter & Parsons, New York
Rauer, Guy C., WEJL Scranton, Pa.
Raney, Wilson, WREC-AM-TV Memphis, Tenn.
Rawls, Richard B., KPHO Phoenix, Ariz.
Read, A. Louis, WDSU New Orleans, La.
Reams, Frazier, WTOL Toledo, Ohio
Reber, Jack, Cascade Bcstg. Co., Yakima, Wash.
Reed, Elmo W., WJPG Green Bay, Wis.
Reed, Frank J., Sullivan, Stauffer, Colwell & Bayles Inc., New York
Reid, Robert F., WGY & WRGB (TV) Schenectady, N.Y.
Reilly, Earl, KING Seattle, Wash.
Reineke, Earl, WDAY Fargo, N.D.
Renfrow, Ken, KCSJ-TV Pueblo, Colo.
Reynolds, D.W., KFSA Fort Smith, Ark.
Rheaume, Patrick E., RAB, New York
Rice, Roger D., WIIC (TV) Pittsburgh, Pa.
Richards, G.P., WCEM Cambridge, Md.
Richardson, Laurence E., Washington Post Broadcast Div., Washington, D.C.
Richardt, Roland W., WSAU-AM-TV Wausau, WLIN (FM) Merrill, both Wisconsin
Richdale, James C. Jr., KHOU-TV Houston, Tex.
Riddle, Lindsey G., WDSU New Orleans, La.
Riddleberger, Stephen C., ABC, New York
Ridolphia, Frank, WSFA-TV Montgomery, Ala.
Rifkin, Maurice J., Ziv Tv Programs, New York
Righter, Volney, Harrington, Righter & Parsons, New York
Riley, John S., KFBC Cheyenne, Wyo.
Rine, William E., Storer Bcstg. Co., Miami Beach, Fla.
Rines, Wm. H., Maine Bcstg. System, Portland, Me.
Riple, William A., WAST, Albany, N.Y.
Risk, J.E., KSD St. Louis, Mo.
Rissler, Harold D., WHO Des Moines, Iowa
Rittenhouse, Paul, NBC, New York
Roberts, Joseph W., Programatic Bcstg., New York
Robinson, R.V., WCYB-AM-TV Bristol, Va.
Robison, Charles, WOOD Grand Rapids, Mich.
Robitaille, G., CFPL-TV London, Ont., Canada
Roche, Dwyer, Standard Rate & Data, Skokie, Ill.
Rockwell, R.J., Crosley Bcstg. Corp., Cincinnati, Ohio
Rodenhauser, Paul C., WGAL-TV Lancaster, Pa.
Rogers, Charles, KFBI Wichita, Kan.
Rogers, W.D. KDUB-TV Lubbock, Tex.
Rogin, Milton, Cellomatic Corp., New York
Rohrbach, John, J. Walter Thompson Co., Chicago, Ill.
Rohrer, Joseph H., WLCX LaCrosse, Wis.
Rohrer, Mrs. Evelyn, WLCX, LaCrosse, Wis.
Rohrer, Raymond E., Silliman, Moffet & Rohrer, Washington, D.C.
Roizen, Joe, Ampex Corp., Redwood City, Calif.
Rollins, O. Wayne, WAMS Wilmington, Del.
Rollo, Reed T., Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington, D.C.
Roppolo, Joe, KFPW Ft. Smith, Ark.
Rosen, Arthur, WAST Albany, N.Y.
Rosen, E. David, WAST Albany, N.Y.
Roslow, Phyllis, The Pulse Inc., New York
Roslow, Richard, The Pulse Inc., New York
Ross, Anthony N., WBB-AM-FM Youngstown, Ohio
Roth, Bob A., KONO-TV San Antonio, Tex.
Roth, Jack, KONO San Antonio, Tex.
Rothrum, William V., WSYR-AM-TV Syracuse, N.Y.
Rothschild, Walter, KHQA-TV-WTAD Quincy, Ill.
Ruegg, Fred, KNX Los Angeles, Calif.
Runnerstrom, Robert O., WMBD Peoria, Ill.
Runyon, Charles A., Lohnes & Culver, Washington, D.C.
Russell, Derek, British Bcstg. Corp., New York
Russell, James D., KKTV (TV), KFMH Colorado Springs, Colo.
Russell, Percy H., Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington, D.C.
Ruwitch, Lee, WTVJ (TV) Miami, Fla.
Ryan, William B., Blackburn & Co., Chicago, Ill.

S

Sackman, Robert L., Ampex Corp., Redwood City, Calif.
Saddler, Owen L., May Bcstg. Co., Omaha, Neb.
Sailors, Don, WING Dayton, Ohio
Salant, Richard, CBS Inc., New York
Salk, Robert H., Corinthian Bcstg. Corp., New York
Salzman, H.S., American T&T Co., New York
Sammons, Elizabeth, KSCJ-KTIV (TV) Sioux City, Iowa
Sambrook, A.B., RCA Recorded Program Services, New York
Sanders, Ben B., KICD Spencer, Iowa
Sanderson, Allen G., WWJ-TV Detroit, Mich.
Sandler, Jack L., WQAM Miami, Fla.
Sandstrom, Thad M., WIBW Topeka, Kan.
Sansbury, Cecil M., WHP Harrisburg, Pa.
Sasaki, Morio, Chubu Nippon Bcstg. Co., Nagoya, Japan
Sawyer, Rog, KGLO Mason City, Iowa
Schiavone, James, WWJ-TV Detroit, Mich.
Schiele, George W., Broadcast Advertisers, Reports Inc., New York
Schilling, John T., KMBC Kansas City, Mo.
Schloeder, Philip Jr., Avery-Knodel Inc., New York
Schloss, O.M., WWSW, WIIC (TV) Pittsburgh, Pa.
Schmid, Robert, Headley-Reed Co., New York
Schneider, Alfred R., ABC-TV, New York
Schneider, Herman, WISN Milwaukee, Wis.
Schneider, Jack, WCAU-TV Philadelphia, Pa.
Schoonover, Jim, KTUL Tulsa, Okla.
Schroeder, Frank C. Jr., WDZ Decatur, Ill.
Schroeder, Ray J., May Bcstg. Co., Omaha, Neb.
Schroeder, Willard, WOOD Grand Rapids, Mich.
Schudt, William A. Jr., CBS, New York
Schultz, Leonard J., Standard Rate & Data, Skokie, Ill.
Schulz, John, The Pulse Inc., Chicago, Ill.
Scofield, Charles L., KEYZ Williston, N.D.
Scott, Claude, KTBS-TV Shreveport, La.
Screen, John F., WDSU New Orleans, La.
Sears, Charles E., WJXT, Jacksonville, Fla.
Sebastian, Daryl, WWTV (TV) Cadillac, Mich.
Secrist, Carroll R., KID-TV Idaho Falls, Idaho
See, Harold P., KRON-TV San Francisco, Calif.
Seidelman, Robert, Screen Gems Inc., New York
Sellars, Emil A., WBTW, Florence, S.C.
Sellers, Ed., BROADCASTING Magazine
Sells, Harry G., Dow Lohnes & Albeltson, Washington, D.C.
Selph, Colin M., Blackburn & Co., Beverly Hills, Calif.
Sepaugh, L.M., Capitol Bcstg. Co.-WJTV (TV), WSLI Jackson, Miss.
Serafin, J., ABC, New York
Seward, James M., CBS, New York
Severn, Donald W., Ted Bates & Co., New York
Shaffer, Max, WDAN, Danville, Ill.
Shafto, G. Richard, WIS-TV, Columbia, S.C.
Shaheen, Richard A., Hamilton-Landis & Assoc., Chicago
Shakespeare, Frank, CBS-TV, New York
Shapiro, Mayer H. (Shap), Broadcast Pioneers, New York
Shapiro, Mike, WFAA-TV, Dallas, Tex.
Shaub, Harry J., WGAL-AM-TV, Lancaster, Pa.
Shaw, Donald S., Jr., ABC-TV New York
Shawn, Fred, WSUN, St. Petersburg, Fla.
Shay, Jack, WTVJ-TV Miami, Fla.
Shea, Hamilton, WSVA, Harrisonburg, Va.
Sheetz, Richard A., WGAL-TV, Lancaster, Pa.
Sheftall, Parry, WJZM, Clarksville, Tenn.
Shelton, Edgar, ABC, New York
Shelton, John B., Gill-Perna, Inc., Chicago
Shepard, John, Stevens-Wismer Bcstg., Co., Port Huron, Mich.
Shepart, Harwell V., KDNT, Denton, Tex.
Sherman, Gordon, WMAY, Springfield, Ill.
Sherman, Max, WWDC, Washington, D.C.
Shipley, W.H., KDUB-TV, Lubbock, Tex.
Shively, Richard F., Evansville Television, Evansville, Ind.
Shomo, Ernest, WBBM, Chicago, Ill.
Shott, John, WHIS, Bluefield, W. Va.
Shouse, James D., Crosley Bcstg. Corp., Cincinnati, Ohio
Shropshire, Ben, KLEW, Lewiston, Idaho
Shuebruk, Peter, Fly Shuebruk, Blume & Gaguine, New York
Shull, Thomas B., Storer Bcstg. Co., New York
Shuman, Howard A., KLMS, Lincoln, Neb.
Shurtleff, David, WJAR, Providence, R.I.
Silverman, Mort, WJBO-AM-FM, Baton Rouge, La.
Simmel, Ludwig, NBC, New York
Sims, William P. Jr., Dow Lohnes & Albertson, Washington, D.C.
Sinclair, Dave, KVFD, Fort Dodge, Iowa
Sinclair, Joseph S., WJAR, Providence, R.I.
Sinnett, R.J., WHBF, Rock Island, Ill.
Sitrick, Joseph M., Blackburn & Co., Washington, D.C.
Skaran, Raymond, WKBY, La Crosse, Wis.
Sklom, George M., W.F. Kean, Radio Engineers, Riverside, Ill.
Sklower, Max, Alvarado Television, Tucson, Ariz.
Slate, Sam, WCBS New York
Slavick, H.W., WMC WMCF (FM) WMCT (TV) Memphis, Tenn.
Sloan, Bill, KFRD, Rosenberg, Tex.
Sloan, S. N., WOHO, Toledo, Ohio
Small, Franklin H., WFBM, Indianapolis, Ind.
Smiley, Howard J., KCRA-TV, Sacramento, Calif.
Smith, Baylen, WISN, Milwaukee, Wis.
Smith, Calvin J., KFAC, Los Angeles, Calif.
Smith, Carleton D., WRC-AM-TV, Washington, D.C.
Smith, Cecil E. KUOA, Siloam Springs, Ark.
Smith, Charles E., WEBC, Duluth, Minn.
Smith, Charles H., Corinthian Bcstg. Corp., N.Y.
Smith, Dick, KMBC, Kansas City, Mo.
Smith, Elmer F., WNAX, Yankton, S.D.
Smith, Harvey C., WDEL, Wilmington, Del.
Smith, Hugh M., WCOV, Montgomery, Ala.
Smith, Lee Allan, WKY, Oklahoma City, Okla.
Smith, Lester M., KXL, Portland, Oreg.
Smith, J. Porter, WJPS, Evansville, Ind.
Smith, Merlin H., WANE, Fort Wayne, Ind.
Smith, Robert H., WCYB-AM-TV, Bristol, Va.
Smith, T. A., RCA, Camden, N.J.
Smullin, Wm. B., KIEM, Eureka, Calif.
Smullin, Mrs. Wm. B., KIEM, Eureka, Calif.
Snider, Bob, Tulsa Bcstg. Co., Tulsa, Okla.
Snyder, Franklin C., WTAE-TV, Pittsburgh
Snyder, Ross, Ampex Corp., Redwood City, Calif.
Southmayd, John P., Fisher, Wayland, Duvall & Southmayd, Washington, D.C.
Spavento, Carl, WBUF, Buffalo, N.Y.
Spencer, Lester G., WKBV, Richmond, Ind.
Spheeris, Andrew M., WEMP, Milwaukee, Wis.
Spiller, B. W., KFDA-TV, Amarillo, Tex.
Spragg, Leonard, Storer Bcstg. Co., Miami Beach, Fla.
Sprague, Chas. A., WMAX, Grand Rapids, Mich.
Sprenger, Conrad, KPOL, Los Angeles, Calif.
Spring, J. L., WIMA, Lima, Ohio
Stamler, Joseph, WABC-TV, New York
Standard, Charles E., The Meeker Co., New York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Stanley, Glen, KBOE, Oskaloosa, Iowa
Stanley, Earl R., Dow Lohnes & Albertson, Washington, D.C.
Stark, Howard E., Howard E. Stark Assoc., New York
Starnes, Jack, WFNS, Burlington, N.C.
Starnes, Rudy, KDUB-TV, Lubbock, Tex.
Stebbins, John D., Hamilton-Landis & Assoc., Washington, D.C.
Stecher, Bentley A., WEBB, Baltimore, Md.
Stechly, M., Applied Electronics, Toronto, Ontario, Can.
Steinle, D. H., KBUR, Burlington, Iowa
Stern, Arnold, M&A Alexander Prod., Hollywood, Calif.
Stern, Edgar B., Jr., WDSU, New Orleans, La.
Stern, Larry, M&A Alexander Prod., Hollywood, Calif.
Sternberg, George, The Pulse, Inc., New York
Stevens, George C., Transcontinent Tv Corp., New York
Stewart, Herbert S., Chinook Communications, Ltd., Calgary, Alta., Can.
Steward, Newton L., KIEM, Eureka, Calif.
Stoll, Bruce A., Media Investments Co., Los Angeles
Stoll, Jack L., Stoll & Assoc., Los Angeles
Stone, Melvin L., WLOB, Portland, Maine
Storer, George B., Storer Bcstg. Co., Miami Beach, Fla.
Storer, George B., Jr., Storer Bcstg. Co., Miami Beach, Fla.
Storer, Peter, WSPD-TV, Toledo, Ohio
Stout, Clair L., Dow Lohnes & Albertson, Washington, D.C.
Strack, Eugene W., WXLW, Indianapolis, Ind.
Strine, Leroy K., WGAL-TV, Lancaster, Pa.
Strouse, Ben, WWDC, Washington, D.C.
Struthers, Harvey, BCS TV Stations, New York
Stufflebam, Ralph, KYTV-TV, Springfield, Mo.
Sudbrink, Robert W., WRMS, Beardstown, Ill.
Sullivan, Cornelius K., NBC, New York
Sullivan, Donald D., WNAX-KVTV (TV) Sioux City, Iowa
Sundberg, Harold C., Jr., WMBD, Peoria, Ill.
Swafford, Tom, WCAU, Philadelphia, Pa.
Swanson, Bill, Tulsa Bcstg. Co., Tulsa, Okla.
Swartley, W. C., WBZ, Boston, Mass.
Swift, Arthur M., WTCN-AM-TV, Minneapolis, Minn.
Swift, G. Richard, The Bolling Co., New York
Swisher, Arden, KMTV (TV) Omaha, Nebr.

T

Tabner, Doug, WTOL, Toledo, Ohio
Taishoff, Larry, BROADCASTING magazine.
Taishoff, Sol, BROADCASTING magazine.
Tanner, Harold I., WLDM, Detroit, Mich.
Tansey, John B., WRVA, Richmond, Va.
Tarlow, Sherwood J., Tarlow Assoc., WHIL, Boston, Mass.
Tarter, George L., KCBD, Lubbock, Tex.
Taylor, A. R., Standard Electronics, Farmingdale, N.J.
Taylor, D. R., KOLN-TV, Lincoln, Nebr.
Taylor, E. Crawford, KTFY, Brownfield, Tex.
Taylor, Francis G., WOTT, Watertown, N.Y.
Taylor, Jean F., Young & Rubicam, New York
Taylor, J. Glen, WAVY, Norfolk, Va.
Taylor, J. P., RCA, Camden, N.J.
Teich, W. J., KOEL, Oelwein, Iowa
Telford, Donald H., KBES, Medford, Ore.
Temple, Al, WKCT, Bowling Green, Ky.
Temple, Robert H., KREM, Spokane, Wash.
Tenenbaum, Harry, KTVI (TV) St. Louis, Mo.
Terrell, James R., WKY-TV, Oklahoma City, Okla.
Terry, Hugh B., KLZ-AM-TV, Denver, Colo.
Theriault, Paul F., Young & Rubicam, New York
Thomas, Eugene S., KETV (TV) Omaha, Nebr.
Thomas, Robert E. (Bob), WJAG-KCSR Norfolk-Chadron, Nebr.
Thomas, Robert R., Jr., WOAY-AM-TV, Oak Hill, W. Va.
Thomas, Edward G., WKJG, Fort Wayne, Ind.
Thomson, Mrs. V., KMSO-TV, Missoula, Mont.
Thornton, John R. L., WDLB, Marshfield, Wis.
Thorpe, George W., WVCG, Coral Gables, Fla.
Thurston, Donald A., WIKE, Newport, Vt.
Timmons, Jack, KWKH, Shreveport, La.
Tincher, Robert R., WHTN-TV, Huntington, W. Va.
Tirico, Frank, KXEL, Waterloo, Iowa
Tisdale, James M., WVCH, Chester, Pa.
Todd, William K., WROK, Rockford, Ill.
Tomberlin, Bill, KMLA, Los Angeles
Tooke, Rolland V., Westinghouse Bcstg. Co., N.Y.
Topmiller, C. H., WCKY, Cincinnati, Ohio
Tornberg, Edwin (Ed), Edwin Tornberg & Company, New York
Torrey, Wm. H., KGNC, Amarillo, Tex.
Townsend, George, WVEC-TV, Hampton-Norfolk, Va.
Tracy E. C., RCA, Camden, N.J.
Trainer, M. A., RCA, Camden, N.J.
Travis, Harry E., WATC, Gaylord, Mich.
Treyz, Oliver, ABC, New York
Trigg, Cecil L., KOSA-TV, Odessa, Tex.
Troeglen, Karl, KCMO, Kansas City, Mo.
Troesch, Joseph M., WSTV-TV, Steubenville, Ohio
Trotter, James R., Kline Iron & Steel Co., Columbia, S.C.
Trouant, V. E., RCA, Camden, N.J.
Tucker, Charlotte, Keystone Bcstg. System, Chicago, Ill.
Turner, Paul, WKBN-TV, Youngstown, Ohio
Turnpenny, R., CKSL, London, Ontario, Can.

U

Ulmer, Jas. G., Fort Worth, Tex.
Utley, George K., WFAA, Dallas, Tex.

V

Vadeboncoeur, E. R., WSYR-AM-TV, Syracuse, N.Y.
Vance, Fred L., KVOA, Tucson, Ariz.
Varnum, W. B., RCA, Camden, N.J.
Veihmeyer, Fred D., Lohnes & Culver, Washington, D.C.
Venard, Lloyd George, Venard, Rintoul & McConnell, Inc., New York
Vieracker, Math., WBKB, Chicago, Ill.
Volger, George J., KWPC, Muscatine, Iowa
Vordermark, Ernest B., WJXT (TV), Jacksonville, Fla.
Voynow, Edward E., Edward Petry & Co., Inc., New York
Vrooman, Arthur L., WJAC, Johnstown, Pa.

W

Waddell, Hal, WKBC, Muskegon, Mich.
Wagner, George A., KFI, Los Angeles, Calif.
Wagner, Wm. D., WHO Des Moines, WOC Davenport, both Iowa

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NAB PREVIEW

Plenty of activity

NAB's 1960 convention in Chicago will be six days long—Friday, April 1 through Wednesday, April 6 — though the official program doesn't open until Sunday the 4th.

A series of off-agenda meetings that will cover a wide range of industry organizations and informal groups will get underway Friday at the Conrad Hilton Hotel. (See formal agenda, pages 84-85).

All national networks have listed business and social events. NBC-TV will unveil its autumn program schedule and promotion plans Sunday at the Palmer House. The meeting opens at 3:30 p.m. in the Red Lacquer Ballroom.

CBS-TV plans a banquet Sunday for affiliates. It will be held at 8 p.m. in the Ambassador Hotel, Guild Hall, and will be preceded by a 6:30 p.m. reception in the Room of the Four Georges.

ABC-TV executives and affiliates will meet Sunday at 2 p.m. in the Grand Ballroom of the Conrad Hilton. The meeting will be followed by a 5 p.m. reception in the Williford room, with both radio and tv affiliates invited.

Mutual's plans include a Sunday luncheon meeting of network executives with members of the Mutual Affiliates Advisory Committee. The luncheon is scheduled for 1 p.m. in the Royal Skyway Suite (2300) of the Conrad Hilton.

A number of special-interest station organizations have scheduled meetings. They include Assn. of Maximum Service Telecasters, Tv Stations Inc., Regional Broadcasters, Daytime Broadcasters Assn., Clear Channel Broadcasters Assn., National Assn. of Fm Broadcasters, and Quality Radio Group.

What They'll Hear • AMST starts its agenda with a technical committee meeting Saturday, 2:30 p.m., in

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REGISTRATION CONTINUED

W (Continued)

Wagstaff, Walter E., KGW, Portland, Ore.
Wailes, Lee B., Storer Bcstg. Co., Miami Beach, Fla.
Walgren, Fredrick M., KOBH Radio, Hot Springs, S.D.
Walker, Larry, WSOC-AM-FM-TV Charlotte, N.C.
Walker, William R., WISM Radio, Madison, Wis.
Wall, Thomas H., Dow Lohnes & Albertson, Washington, D.C.
Wallace, Bruce, Radio WTNS, Coshocton, Ohio
Wallace, George W., KTKT, Tucson, Ariz.
Wallace, M. G., Amer. Tel. & Tel. Co., New York
Wallace, Thomas, J., KTKT, Tucson, Ariz.
Wallack, C. A. (Chet), KKTV-TV, Colorado Springs, Colo.
Ward, G. Pearson, KTTS & KTTS-TV, Springfield, Mo.
Ward, Carl S., CBS-TV, New York
Ward, Winston O., KIMP, Mt. Pleasant, Tex.
Warren, Cameron A., KRCW, Santa Barbara, Calif.
Warren, W. W., KOMO-AM-TV, Seattle, Wash.
Watkins, Frank, SESAC, Inc., New York
Watson, Stewart, WKOW-AM-TV, Madison, Wis.
Watts, Duane L., KHAS-TV, Hastings, Nebr.
Wayland, Charles V., Fisher, Wayland, Duvall & Southmayd, Washington, D.C.
Wayne, Elmer O., KFI, Los Angeles, Calif.
Weathersby, J. Patrick, WBRZ, Baton Rouge, La.
Weaver, Joseph R., Community, Bcstg. Co., WTOL, Toledo, Ohio
Weaver, Shelton, WIIC, Pittsburgh, Pa.
Weber, Fred, WSTV-TV, Steubenville, Ohio
Weber, Gus, Programatic Bcstg., New York
Weber, Louis E., ASCAP, New York
Webster, Maurie, KCBS, San Francisco
Wehrman, Harvey, KLZ, Denver, Colo.
Weir, Tom, KBMN, Bozeman, Mont.
Weis, Pierre, Ziv-Economic Tv. Programs, New York.
Weisberg, Bob, Tv Stations, Inc., New York
Welch, Vincent B., Welch, Mott & Morgan, Washington, D.C.
Welcome, Paul, WIS-TV, Columbia, S.C.
Weller, Donald, WISN, Milwaukee, Wis.
Wells, K. G., KYTV-TV, Springfield, Mo.
Welpott, Raymond W., WRCV-AM-TV, Philadelphia, Pa.
Wentworth, Milton, KGWA, Enid, Okla.
Wertheim, E. Taylor, E. Taylor Wertheim Adv. Agency, New York
West, Ben K., WTVP-TV, Decatur, Ill.
West, Don, BROADCASTING Magazine
West, James, Peoples Bcstg. Corp., Columbus, Ohio
Wetter, Edward (Ed), Edwin Tornberg & Co., New York
Wheeler, Dwight, Fetzer Tv, Inc., Cadillac, Mich.
Wheeler, Edwin K., WWJ-AM-FM-TV, Detroit 31, Mich.
Whisnand, Roy V., WCOP, Boston, Mass.
White, M. E., Community Club Awards, Atlanta, Ga.
White, Pat J., KTBS-TV, Shreveport, La.
White, Roy B., Jr., WBLG, Lexington, Ky.
Whitley, C. W., WSOC, Charlotte N.C.
Whitney, George, KFMB, San Diego, Calif.
Whitney, George M., Gary, Ind.
Wickham, Ben, Storer, Bcstg. Co., Cleveland, Ohio
Wiegand, Robert C., WKYT (TV), Lexington, Ky.
Wiig, Gunnar O., WROC, Rochester, N.Y.
Wilkey, Gene, KMOX-TV, St. Louis, Mo.
Wilkins, J. P., KFBB, Great Falls, Mont.
Wilkinson, Darold A., KRDO-AM-TV, Colorado Springs, Colo.
Wilkinson, Glen A., Wilkinson, Cragun & Barker, Washington, D.C.
Wilkinson, Vernon L., McKenna & Wilkinson, Washington, D.C.
Williams, Jack, KOY, Phoenix, Ariz.
Williams, John G., Standard Rate & Data, New York
Williams, John P., WING, Dayton, Ohio
Williamson, W. P., Jr., WKBN-AM-FM-TV, Youngstown, Ohio
Williamson, W. P., III, WKBN-AM-FM-TV,

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on tap outside of formal NAB Convention agenda at Chicago

the Sheraton Blackstone, and a Board of Directors meeting in the Conrad Hilton (Room 9) at 6:30 p.m. Another board session will be held Sunday at 12:30 p.m. in the same room. An AMST membership meeting is scheduled Sunday, 9:30 a.m., in the Bel Air Room of the Conrad Hilton, with Jack Harris, KPRC-TV Houston, in the chair as president. The membership will hear reports from Lester W. Lindow, AMST executive director; Howard T. Head, of A. D. Ring & Assoc., and Ernest W. Jennes, Covington & Burling, counsel. The new board will proceed to elect officers.

Tv Stations Inc., a broadcaster-owned, program-buying organization comprising over 100 stations, will hold its fifth annual membership meeting April 4, 8 a.m., prior to the formal convention opening. The group will meet in the Mayfair room of the Sheraton-Blackstone. W. D. Rogers Jr., KDUB-TV Lubbock, Tex., board chairman, will make the feature talk. He will tell how to upgrade the quality of syndicated programs to network level without an accompanying price spiral. Herb Jacobs, president, will speak on buying patterns. Tv Stations Inc. will have a hospitality suite (2023A) in the Conrad Hilton during the convention.

Regional Broadcasters will meet Sunday, 11 a.m.-1 p.m. in Williford C, Conrad Hilton. Daytime Broadcasters Assn. will have a membership meeting at the same time in Room 14 of the Conrad Hilton. Quality Radio Group will hold an April 4 breakfast meeting in Room 9. of that hotel.

New Fm Group's Session • The new fm organization, National Assn. of Fm Broadcasters, will have a board meeting Friday night; membership meeting 10 a.m.-5 p.m., Saturday, in the Waldorf Room, and an open fm program Sunday, 10 a.m.-12 noon, in the Waldorf Room. Officers and directors will be elected Tuesday, April 5.

Assn. for Professional Broadcasting Education will open a two-day program with a Friday board meeting, 9 a.m.-5:30 p.m., in Room 18. APBE will hold an open meeting Saturday. Speakers include Charles H. Tower, NAB broadcast personnel-economics manager, who will review a joint NAB-APBE employment study now under way; E. K. Hartenbower, general manager of KCMO-TV Kansas City, chairman-designate of the NAB Tv Code Review Board; Miss Avery Gibson, H-R Representatives, New York, and H. W. Bussman, A. C. Nielsen Co., Chicago. A business session will be held at 4 p.m. followed by a reception at 5 p.m. Informal APBE discussion is scheduled in the evening. APBE is a cooperative project between NAB and regionally accredited four-year colleges with broadcast courses.

Youngstown, Ohio
Wilner, John T., Hearst Corp., Baltimore, Md.
Wilson, Stan, KFJZ, Fort Worth, Tex.
Wilson, Thomas W., Dow Lohnes & Albertson, Washington, D.C.
Wilson, Walton W., KDEN, Denver, Colo.
Winders, Paul A., WIBW, Topeka, Kans.
Wirth, Don C., Radio Station WNAM, Neenah, Wis.
Wise, Bernard, Industrial Transmitters & Antennas, Inc., Upper Darby, Pa.
Wise, Harry, George P. Hollingsbery Co., Chicago, Ill.
Wismer, John F., Stevens-Wismer Bcstg., Port Huron, Mich.
Witt, William U., Jr., WTVT (TV), Tampa, Fla.
Wittenberg, Lionel, WISN, Milwaukee, Wis.
Wolfenden, Robert C., WMEV, Marion, Va.
Woodward, Chas. C., Jr., Westinghouse Bcstg. Co., New York
Wooddell, Ken, WLBH, Mattoon, Ill.
Woodland, Cecil, WEJL, Scranton, Pa.
Woodland, Paul I., WGAL-TV, Lancaster, Pa.
Woodruff, J. W., Jr., WRBL-AM-TV, Columbus, Ga.
Wood, Bob, KNXT, Los Angeles, Calif.
Woods, William A., WMHE-FM, Toledo, Ohio
Woods, W. W., WHO, Des Moines, Iowa
Woollen, Dick, KTTV (TV), Los Angeles, Calif.
Woolley, Jack, Ampex Corp., Redwood City, Calif.
Wooten, Hollis R., WREC-AM-TV, Memphis, Tenn.
Wooten, Hoyt B., WREC, Memphis, Tenn.
Worster, M. C., ABC, New York
Wrath, John H., Headley-Reed Co., New York
Wray, Charles W., KTBS-TV, Shreveport, La.
Wray, E. Newton, KTBS-TV, Shreveport, La.
Wyatt, Judd, KMMO, Marshall, Mo.

Y

Young, Adam, Young Television Corp., New York
Young, Allan S., Gill-Perna, Inc., San Francisco
Young, J. Norman, WEGO, Concord, N.C.
Young, William, Screen Gems, Inc., Detroit, Mich.
YYonkoving, Michael R., WCNY, Watertown, N.Y.

Z

Zdvorak, Robert, L., K A D Y Inc., St. Charles, Mo.
Zellmer, Lester, WTRC, Elkhart, Ind.
Zellmer, Robert D., KBMO Radio, Benson, Minn.
Zellner, F. L., Jr., ABC, Pittsburgh, Pa.
Zeltner, Herbert, Lennen & Newell, Inc., N.Y.
Zillger, W. H., Standard Electronics, Farmingdale, N.J.

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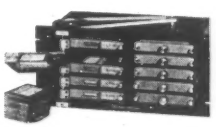

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PAY TV PRESSURE TACTICS HIT

Fund for the Republic report criticizes opponents, proponents

The handling of the pay-tv controversy has been so thoroughly botched and bungled that an intelligent answer to the issue is hard to find.

But there is "no valid reason" why pay-tv tests should not be conducted—but "under strict standards" and with Congress writing out the "prescription" and seeing that it's adhered to.

These conclusions form the essence of a 12-page report, "To Pay Or Not To Pay," published last week by the Fund for the Republic's Center for the Study of Democratic Institutions (CLOSED CIRCUIT, March 21). It was written by Robert W. Horton, former newsman, and as in all such publications by the Center, the author is responsible for both factual content and conclusions.

Opponents • Mr. Horton charges that opponents of pay-tv distorted the issues by making it appear, under the FCC's 1957-58 test plan, that pay-tv stations would carry no free programming when in fact the FCC's plan required that they carry free as well as paid shows. He charges also that they lobbied extensively and stirred up "grassroots" movements against the project, meanwhile making "expensive gestures of lavish hospitality and contact with members of Congress." CBS is cited as having staged a dinner for 315 executives and 700 government notables, but also is quoted as denying it hoped to influence votes by this exclusively entertainment affair.

In the end, the report continues, the Senate Commerce Committee "apparently yielded to strong outside pressure" and requested the FCC to postpone the 1958 experiments, which the FCC did.

Proponents • "Whatever the tactics of the opposition," the report asserts, "the record shows that the proponents of pay-tv also share responsibility for the public confusion that surrounded the attempt to set up their experiment."

The proponents are accused of being especially vague about fees, talking in terms of $2.50 for a baseball game or $3.50 or more for a Broadway play, when actually it is "reasonable" to think that "fees of a nickel or a dime would finance programs that even the most prosperous sponsor under existing conditions could not afford." The pay-tv promoters also talk about offering "different" programming—but generally specify types that are already on the air and make little or no mention of "the educational potentialties" which some people feel may be "pay tv's greatest public value." The report continues:

"The question is whether a radical departure from the existing system of television broadcasting, such as pay tv, should be permitted to invade an important area of the public interest without some guarantee that it would serve that interest properly.

Bar Advertising? • "The FCC can extract guarantees from the newcomer. It can prohibit advertising, for example. It can insist upon concrete displays of his ability to perform a public service . . .

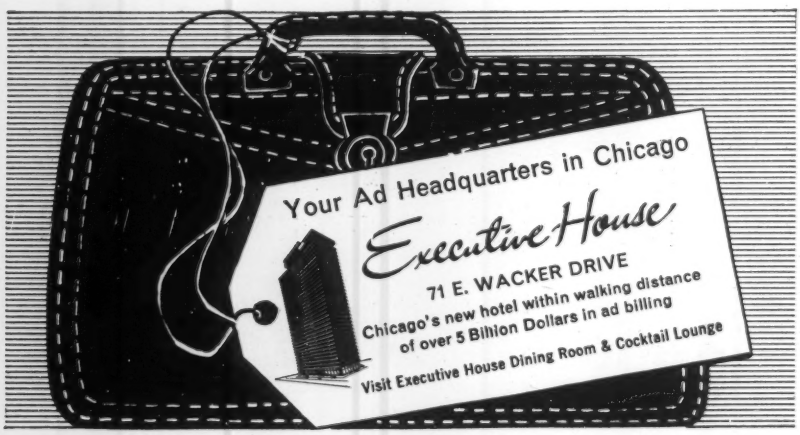
"Once the large sums needed to organize pay-tv operations are definitely committed, a vested interest is bound to be established. If the operations are allowed to continue for three years under the loose regulations now proposed by the FCC, any attempt to correct major policy mistakes during or after that period will meet with powerful resistance. The FCC itself has suggested the possibility of trouble ahead in that direction, but it has not had the strength or the determination to minimize it beforehand.

"If the experiment is undertaken—and there is no valid reason why, under strict standards, it shouldn't be—then an informed Congress should write out the prescription immediately and make sure that it is adhered to.

Questions • "An effective prescription requires a thorough appraisal of existing attitudes and practices in sponsored tv. Are they consistent with the basic requirements of the law? Is the law consistent with the needs of broadcasting in both its private and its public characters? Is the existing law being administered competently? Would the introduction of pay tv require any change in the basic philosophy of broadcasting? And, finally, should the FCC be abolished? Should it be replaced by an agency responsible only for granting licenses, as well as for regulating the licensees' and networks' performance?

"Only Congress is competent to answer these questions."

One other conclusion in the report: Tv is too potent to fool around with. It is a forceful media.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SETTLEMENT NEAR SAG and producers resume negotiations

An early conclusion of the three-week old strike of the Screen Actors Guild against the major movie makers was looked for Thursday (March 24) as representatives of SAG and of the Assn. of Motion Picture Producers resumed negotiations after a recess of nearly a week.

With agreement in principle reported on the major issues of contention, presumably all that was left for the negotiators was to dicker over the amount of money the producers would pay to the union in the form of "past credit" payments and whether or not the payments made by the producers to the actors for the use of post-1948 theatrical films on tv should include a provision for those pictures which had lost money at the box office.

When the strike set in, March 7, there were three major unresolved issues. First was a SAG demand that the pro-

SUCCESS STORIES

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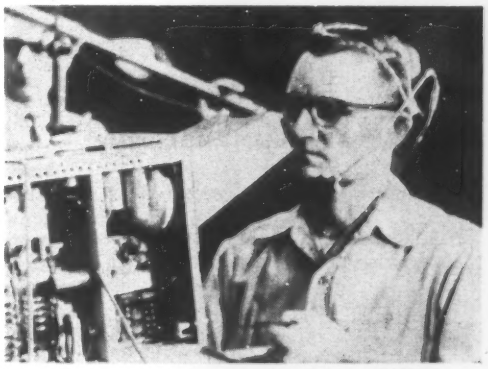
Stanley Deck, General Manager, KDIX-TV
Dickinson, North Dakota

KDIX-TV

Channel 2 • **DICKINSON, NORTH DAKOTA**

Channel 2 went on the air October 1, 1956, joining KDIX Radio which began broadcasting early in 1947. Transmitting facilities atop Golden Butte make the antenna North Dakota's highest point—3,556 feet. Operating with 26,000 watts of power, KDIX-TV reaches a vast market rich in farming, ranching, oil, uranium, coal and water power.

KDIX-TV is a CBS affiliate and serves its audience through many notable activities. The latest is PROJECT 60, an adult education college course being presented in conjunction with the Dickinson State Teachers College.



Larry Heidt, NWS grad and Camerman for KDIX-TV

Mr. Deck has this to say of Larry Heidt, Northwest graduate who recently joined the staff of KDIX-TV as Cameraman:

"Larry does excellent work and is well grounded in television fundamentals. His knowledge and ability have contributed to our success and we are quite pleased to have him on our staff."

For further information
on Northwest training and graduates available in your area, write, phone or wire

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ducers pay an amount equal to 5% of the total actors' salaries (limited to $100,000 for any actor in any picture) into a SAG pension, health and welfare fund. This, the producers have reportedly accepted.

Second was the SAG demand for payments for the right to use post-'48 theatrical films on television. This, the producers at first refused even to discuss, asserting that they had paid the actors in full for their work on these theatrical films and to pay them again when the pictures are shown on tv would be to pay twice for the same work. The solution to this dilemma was a plan whereby the producers would make a fixed payment into a pension fund to place the actors in a position comparable to the other guilds and unions which have been in the existing Motion Picture Industry Pension Plan since October 1953," to quote a joint SAG-AMPP statement.

Acceptable Plan • This plan was acceptable to both sides, but SAG figured that the amount of the lump sum payment should be $3.6 million, which the Guild calculated the actors would have received had they been part of the industry pension fund since its inception. The producers offered a lump payment of $1.5 million. The $2.1 million remained to be worked out in the negotiations beginning last Thursday.

Third major impasse was the SAG demand for payments to actors of a share in the proceeds from the sale to television of theatrical films made after the signing of the new SAG-AMPP contract. AMPP, in a statement issued last Wednesday before the resumption of negotiations, called this "a demand which could have dire consequences on the future of our industry." Pointing out that SAG "seeks additional payment on all post-'60 theatrical pictures, even those which may not recoup their cost . . . we find it difficult to accept the principle of additional payments on loss product."

SAG, elated over the fact that the producers, who had formerly refused to accept the principle of any sharing of tv revenue for theatrical pictures with the actors, were now objecting only to these additional payments "on loss product," pointed out that the percentage being asked takes into consideration the fact that Universal-International agreed to pay SAG 7% on the tv revenue of post-'60 theatrical pictures (BROADCASTING, March 21). This sum, it was noted by John L. Dales, SAG national executive secretary, is a substantial reduction for the original SAG demand of 17.5% which was made "for the specific purpose of compensating for pictures which did not make a profit in theatres." It was also pointed out that an agreement on a flat percentage for all pictures would eliminate the need for SAG inspection of company books and also prevent endless wrangling over accounting procedures.

A little elementary arithmetic reveals that if, on the average, post-'60 pictures get $100,000 for tv rights, the actors' share would be $4,200 (7% of the gross less 40% allowed for distribution expenses), which SAG claims is not very much to ask from the $100,000 gross.

WGA, which has been on strike against AMPP and also against the Alliance of Television Film Producers since Jan. 16, and which called out freelance writers of material for network filmed programs to the strike list March 18, last week prepared to expand the scope of its strike range if necessary. Members of WGA's radio and tv branch were summoned to special membership meetings to be held in New York and Los Angeles on March 31 for the purpose of voting authorization to the Guild councils to call strikes against the networks for live tv, radio continuity and news writing and against some 50 producers of tv films not affiliated with either the major movie companies or ATFP.

WGA has been negotiating with networks in New York over a new contract for the news and continuity writers, whose present pact expires March 31.

Harry Ackerman, executive producer of Screen Gems, Los Angeles, predicted in Seattle last Wednesday that there will be more live than taped television network shows next fall because the strike of tv writers is rapidly depleting the supply of scripts and production is grinding to a stop.

CRASH

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

March 28-31, April 1, 4-6, (6:30-7 a.m.) **Continental Classroom.**

March 28-31, April, 4-6, (11-11:30 a.m.) **Price Is Right,** participating sponsors.

March 28-31, April 1, 4-6, (12:30-1 p.m.) **It Could Be You,** participating sponsors.

March 28 (10-11 p.m.) **The Steve Allen Plymouth Show,** Plymouth through N.W. Ayer.

March 29-April 5 (8:30-9:30) **Ford Startime,** Ford through J. Walter Thompson.

March 29-April 5 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

March 30-April 6 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy Benson & Mather and Speidel through Norman, Craig & Kummel.

March 30-April 6 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

April 1 (8:30-9:30 p.m.) **The Bell Telephone Hour,** AT&T through N.W. Ayer.

April 1 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Raymond Spector and Block Drugs through Grey Adv.

April 2 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

April 2 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

April 2 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

April 3 (1:30-2 p.m.) **Frontiers of Faith.**

April 3 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

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Payola scare prompts ASCAP to cut royalties

The faint aroma of payola caused the American Society of Composers, Authors and Publishers last week to change the formula for payment of royalties for music performances on network shows. ASCAP announced it had reduced to 25% of maximum the credits for background and theme music used on network programs which run more than once a week.

The move was made, ASCAP explained, because it had learned that background and theme music on multiple shows was receiving far greater than normal use. "This suggested that such disproportionate use was the result of factors other than the needs of the programs or the merit of the musical works," ASCAP stated.

The Justice Dept. concurred.

CBS VIEWS CATV
Local duplication draws network fire

A tv network has taken a firm position on community antenna systems: it is against catv where the cable company duplicates the programming of the local on-the-air tv station. It also emphasized that it has property rights in its programs and has never granted permission for its programs to be picked up by a community tv system.

The stand was taken earlier this month by Richard S. Salant, CBS vice president, in a March 7 letter to the mayor of Scottsbluff, Neb. The communication resulted from a request by William C. Grove, general manager of Frontier Broadcasting Co., which operates CBS-affiliated ch. 10 KSTF (TV) in Scottsbluff. Mr. Grove said that an application for a catv franchise in Scottsbluff was anticipated. No application had been filed as of week's end.

Mr. Salant made the property rights point at the outset:

"First, I would like to emphasize that the CBS Television Network has certain property rights in the network programs which it transmits. We do not believe that a community antenna system can legally pick off the signals which comprise a CBS Television Network program without permission of CBS. And CBS has never yet granted such permission."

Widest Choice • CBS believes, Mr. Salant said, that the best system of television is the one which gives the widest possible choice of programs "without the audience having to pay any sums in addition to what they paid for their television sets and for the maintenance of those sets."

Catv operations achieve some of these objectives, but defeat others, Mr. Salant said. In a community where there is only one local tv station, he observed, the community antenna system does permit a choice by bringing in multiple signals.

But the catv system may actually cut down the choice of programs to the people, the CBS vice president stressed. This would occur, he said, when the catv operation duplicates the programs being carried by the lone local station. This endangers the survival of the local tv outlet, he pointed out, because advertisers will find no need to buy the local station if their messages are being carried on the cable from another out-of-town station.

He continued:

"Thus, there is a tendency for community antenna systems which duplicate at least some of the programs carried by the local television station to deprive that local station not only of important programming but also of the economic revenues which are necessary to permit it to survive. And if the television station cannot survive because of these circumstances, it will follow that all the people in the area served by the station who cannot afford to subscribe to the community antenna system or who are geographically beyond its reach will lose *all* tv service.

"Further, of course, if a community antenna system drives out the local over-the-air television station, the area served by that station will be deprived of all local programs dealing with news, local public affairs and other means of local television expression."

The communication was considered by the Scottsbluff council but, since there was no application pending, it was filed.

First Public Stand • The CBS position was believed to be the first official public stand taken by a network on the matter of catv operations. NBC, it is understood, some years past told catv systems they could not have permission to use programs, but nothing was ever done about this.

In 1954, KOA-TV, the NBC affiliate in Denver, attempted to arrange "affiliation" agreements with three cable companies, in Casper and Laramie, Wyo., and in Sterling, Colo. The station asked the catv operators to sign an agreement providing that its signals be used without deletion of commercials. It also asked that a minimum of 25 hours weekly be used, with at least 14 hours after 6 p.m. No payment was to be required. The catv systems refused to sign this agreement.

The chairman said that although the FTC had made advertising agencies as parties to a complaint where it appeared that they were either wholly or partly responsible for false advertising claims, the commission has not yet so named the "publishing" medium. However, he warned, "there is no express statutory exemption for media." There are no laws which give media "general immunity from FTC jurisdiction."

The public and moral responsibility of advertisers, Chairman Kintner said, must be shared by the media. "Whether this sharing of public and moral responsibility also should involve a sharing of legal responsibility to the extent that media are cited as parties respondents . . . is another matter," he said.

Special tv network to cover conventions

Plans for special independent tv network coverage of the Democratic and Republican nominating conventions are underway involving WGN-TV Chicago, United Press International, Canadian Broadcasting Corp.

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Central California's #1 Prime Time Station with proof from the viewers themselves:*

Channel 47 Fresno

*ALL 7 DAYS A WEEK

DELIVERS MORE VIEWER HOMES FROM 6 to 10 P.M.!

(Source: Current ARB with 34.8 Rating)

Yet KJEO-TV rates are right with the lowest in the area. See your H-R Representative early for your best prime time buys.

KJEO channel 47

Fresno, California

J.E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm—Commercial Manager

See your H-R representative H-R

Independent stations plan convention coverage

Sparked by WPTR Albany, N.Y., a number of independent radio stations are banding together for specialized coverage of the 1960 political conventions in Los Angeles and Chicago.

Major networks may lose some of their thunder in the comprehensive plans worked out by Jerry Cartledge, executive editor at WPTR, who contacted and won the cooperation of four other strategically located stations: KOL Seattle, KNUZ Houston, KWKY Des Moines and WITH Baltimore.

MR. CARTLEDGE

News personalities from these five outlets plus WPTR's "Action Central" news editor, Don Byrne, in Washington, will staff a news booth on the convention floor at both sites. Each of these stations is making arrangements to feed 20-25 other stations in its respective region with "personalized" convention stories.

Duncan Mounsey, executive vice president and general manager of WPTR, told BROADCASTING that while WPTR will provide the hotel facilities for the participating newsmen, all five stations will share the cost of the booth and the phoned news feeds. Mr. Mounsey, in comparing the nature of the coverage, says the major networks rely on analytical reports of national interest, while WPTR's plan concentrates on local area interest. He said that since the stations will be sending newsmen who know the political leaders from their geographical areas they can arrange for special interviews on specific area issues . . . and "each area will know how, what and why its particular delegates are supporting or rejecting people or issues."

Floor Plans • The independent convention coverage group will operate from a "base" broadcasting booth equipped with more than a dozen radio-equipped telephones, sound and taping apparatus, typewriters manned by high-speed operators, and a bank of "interview" desks and tables. In Los Angeles a conference room will be maintained at the Ambassador Hotel. Similar facilities will be in operation at the Hotel Hamilton in Chicago. All facilities will be staffed and working two days prior to both political gatherings.

A schedule of five-minute feeds to individual stations has been set up on a four-per-day regular basis. Special feeds will be rushed as important news develops, and a final wrap-up for 11 p.m. news broadcasts will be fed, utilizing a round robin report from the viewpoints of each represented section of the country. Newsmen at the five key stations will process the feeds for immediate airing and distribution to participating stations in other markets.

and stations in Los Angeles and New York.

WGN-TV plans to offer feeds to other stations, presumably also network affiliates, from the Democratic conclave in Los Angeles July 11 and the GOP meet in Chicago July 25. There's no indication how many stations would accept the originations.

Coverage of the Democratic convention calls for feeds from Los Angeles to Chicago, to Buffalo and to New York by AT&T cables. CBC would receive network service from WGN-TV via Buffalo, tentatively slated to operate 4:30-5:30 p.m. and 8:30-9:30 p.m. UPI would supply camera crews and feed coverage over AT&T lines. Events would be put on film, quickly processed and edited. WGN-TV, still negotiating with Los Angeles and New York outlets for active participation in the project, would provide technical, production and other specialists, it's understood.

• Film sales

Almanac (Official Films)

Sold to WISH-TV Indianapolis; KRNT-TV Des Moines; KFSA-TV Fort Smith, Ark.; WDSU-TV New Orleans and WTVW (TV) Evansville, Ind.

Now in **43** markets.

Highway Patrol (Ziv-United Artists Tv)

Sold to WDAF-TV Kansas City; WCPO-TV Cincinnati; WAST (TV) Albany, N.Y.; WHIO-TV Dayton, Ohio; KTSM-TV El Paso, Tex.; WROC-TV Rochester, N.Y.; WMAZ-TV Macon, Ga.; WLOF-TV Orlando, Fla., and WBTW (TV) Florence, S.C.

Now in **132** markets on a rerun basis.

Home Run Derby (Ziv-United Artists Tv)

Sold to WJAR-TV Providence; KLIX-TV Twin Falls, Idaho; WLOF-TV Orlando, Fla.; WAGA-TV Atlanta; KTVE (TV) El Dorado, Ark.; KFYR-TV Bismarck, N.D.; KDIX-TV Dickinson, N.D.; KETV (TV) Omaha; WTVW (TV) Evansville, Ind.; WEAU-TV Eau Claire, Wis.; KTVH (TV) Wichita, Kan.; KMID-TV Midland, Tex.; KFSA-TV Ft. Smith, Ark.; WTVY (TV) Dothan, Ala.; WTIC-TV Hartford, Conn.; KOLO-TV Reno, Nev.; WRVA-TV Richmond, Va.; WTOC-TV Savannah, Ga.; WTVT (TV) Tampa, Fla., and WLUK-TV Green Bay, Wis. Also to Stagg-Bilt Homes (Kent & Hollander) in Phoenix.

Now in **87** markets.

UAA's sales division

A new national sales division has been created by United Artists Associated. The division, under Leonard E. Hammer, director, will assist stations in obtaining sponsorship of UAA features and cartoons already purchased, and will negotiate with networks, agencies and advertisers in "setting up national sales on future product." UAA is affiliated with United Artists Corp. It distributes Warner Bros. feature library, other feature packages and cartoon libraries from Warners and Paramount Pictures.

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NAB Convention—Conrad Hilton Hotel

PUBLIC OFFER
Metropolitan registers debentures with SEC

Metropolitan Broadcasting Corp. has filed with the Securities & Exchange Commission to register $6 million of convertible subordinated debentures due 1975. The issue will be offered for public sale with interest, public offering price and underwriting terms to be supplied by amendment.

Metropolitan owns and operates WNEW-AM-TV New York, WTTG (TV) Washington, WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, KOVR (TV) Stockton-Sacramento, Calif., KTVH (TV) Peoria, Ill. and (pending FCC approval) WRUL New York (World Wide Broadcasting) and WTVP (TV) Decatur, Ill. It also owns the Foster & Kleister Div. of W.R. Grace & Co., outdoor advertising company.

Net proceeds of the debenture sale to the extent of $5 million will be used to repay a bank loan incurred for the corporation's recent and pending acquisitions. It gave Metropolitan's income for the year ended Jan. 2, 1960, as $13,855,314 with net income of $1,500,025 or 97 cents per share of outstanding stock. President and board chairman is John W. Kluge, (salary $65,154 annually); Bennet H. Korn, executive vice president for tv and general manager of WNEW-TV, ($70,000); John V.B. Sullivan, vice president and general manager of WNEW, ($68,653); Richard Buckley, former president and consultant, ($62,653), and Bernard Goodwin, former president and consultant, ($77,884). Employment agreements were listed with key officers including date of agreement, date of termination and annual compensation: Mr. Kluge (11/16/60 — 12/31/63), $100,000; Mr. Korn (10/6/58 — 9/30/61), $70,000; Harvey L. Glascock, vice president and general manager of WIP (3/1/60—1/31/64), $40,000; John E. McArdle, vice president and general manager of WTTG (3/1/58—6/3/62), $25,000 plus percentage of sales, which was $6,648 in 1959; John V.B. Sullivan (10/22/58—9/30/61), $70,000; Benedict Gimble, vice president and consultant (2/8/60—1/3/70), $35,000.

Profit and loss statements in the registration statement for the year ended Dec. 31, 1959: KOVR had income of $1,485,575 and a net loss of $64,767; WIP's income was $1,526,556 with a net loss of $86,506; Prairie Tv and World Wide Broadcasting had income during the year of $856,892 and net loss of $11,425.

Keystone citation • Clair R. McCollough, Steinman Stations, was cited by Gov. David L. Lawrence, of Pennsylvania, "for the honor you have brought to your native state." Mr. McCollough will receive the NAB 1960 Distinguished Service Award after delivering the keynote speech at the formal opening of the NAB convention April 4 in Chicago. The citation was presented by Gov. Lawrence (l.) in a ceremony at the Lancaster headquarters of the Steinman Stations.

Gov. Lawrence recalled the first commercial broadcast originated in Pennsylvania in 1920. "During the intervening years you have aided the growth of broadcasting and, through your constant effort, have assured its responsiveness to public need and community service," he said. "As a television pioneer, you have built the strong foundation of education, information and entertainment on which this vital young medium will flourish and continue to grow."

CBS does about face on canned laughter

CBS-TV has had second thoughts about canned laughter, or more particularly, the on-air identification of it. The network last week rescinded its earlier instructions that all cases of "technically augmented or supplied" audience reaction must be labeled as such at the close of any program using them.

In issuing the turnabout regulation, Joseph H. Ream, director of practices for the network, pointed to a loophole in the initial policy (issued Dec. 14) to change its dictates as "experience and continued study indicate." He also said they were being modified in light of "general reactions" to the procedures. General reaction to the canned laughter element was negative and vocal, particularly on the part of such network stars as Jack Benny and Red Skelton.

Also dropped: the announcement that "certain portions of this recorded program were pre-recorded" and the requirement that the word "live" must be deleted from a program that orginated live but has been recorded for repeat broadcasts. Now the word can stay, but the show itself must still be identified as pre-recorded.

NAFI Corp. to make public stock offer

NAFI Corp., licensee of KCOP (TV) Los Angeles, KPTV (TV) Portland, Ore., and (pending FCC approval) KXYZ Houston, has filed a registration statement with the Securities & Exchange Commission offering 200,000 shares of capital stock to the public. The public offering price and underwriting terms will be supplied by

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OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

amendment. NAFI engages in automotive and carpet, oil and gas business in addition to broadcasting.

NAFI has arranged to buy all outstanding stock of the Chris-Craft Corp., well-known boat manufacturer, and intends to use part of the money raised through the stock issue to repay a bank loan of $6 million, borrowed for this purpose, the statement says. Financial statements on KCOP and KPTV are included in the prospectus: For the year ended June 30, 1959, KCOP made $4,214,792 in tv revenues, but showed a net loss of $481,838; KPTV, in the four months of 1959 that NAFI owned it, showed a net profit of $133,473 before deduction of $66,257 for "amortization of intangibles." The prospectus stated that "since its inception, KCOP has operated at a loss."

Paul V. Shields is chairman of the board of NAFI and a partner in Shields & Co., N.Y., which is underwriting the stock offering. John G. Bannister is NAFI's president. NAFI earned $990,935 for the year ended Dec. 31, 1959, or $1.01 per share on the outstanding 1,029,155 shares of capital stock.

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval.*

• KRAM Las Vegas, Nev.: Sold by A.R. Ellman and Anthony C. Morici to Suna Broadcasting Corp., Leonard Blair, president, for $328,000. Messrs. Ellman and Morici continue holdings in KIST Santa Barbara and KGMS Sacramento, both California. KRAM operates on 920 kc with 1 kw daytime and 500 w nighttime. David Jaret Corp. was broker.

• WSBS Great Barrington, Mass.: Sold by John Parsons, James Miller and Dorothy Crane to J. Leo Dowd for $122,000. Mr. Dowd is a marketing consultant and was formerly sales director for International Silver. WSBS operates on 860 kc with 250 w daytime. Broker was Paul H. Chapman Co.

• KVNA Flagstaff, Ariz.: Sold by Frontier Tv Corp., group headed by John L. Hogg, to Albertson Broadcasting Corp. for $70,000. Purchaser is headed by Roy L. Albertson Jr., 73%, Roy L. Albertson Sr., 9%, and others. The Albertsons formerly owned WBNY-AM-FM Buffalo, N.Y. Mr. Albertson Jr. has an interest in KNOT Prescott, Ariz. KNVA is on 690 kc with 1 kw daytime, 500 watt nighttime. Sale was handled by Wilt Gunzendorfer & Assoc.

• WDAL Meridian, Miss.: Sold by Southwestern Broadcasting Co., headed by Louis Alford, to Mr. and Mrs. Roth Hook, Hugh Hughes, Willie Weems and others for $65,000. Mr. and Mrs. Hook have interests in WDOB Canton, WELZ Belzoni, WMAG Forest, all Mississippi, WKIZ Key West, Fla., WRUS Russellville, Ky., and WRAG Carrollton, Ala. Messrs. Hughes and Weems are associated with WMAG Forest, Miss. Southwestern continues its holdings in WAPF McComb and WMDC Hazelhurst, both Mississippi. WDAL is 1 kw daytimer on 1330 kc. Sale was handled by Paul H. Chapman Co.

• KLOG Kelso, Wash.: Sold by James D. Higson to K-L Broadcasting Inc. for $65,000. Purchasers include Marcus and Myra De Launay. Mr. De Launay was formerly manager of KVAN Vancouver, Wash., and Mrs. De Launay was employe of KISN Portland, Ore. KLOG is a 250 w daytimer on 1490 kc. The sale was handled by Wilt Gunzendorfer & Assoc.

APPROVED • *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 143).*

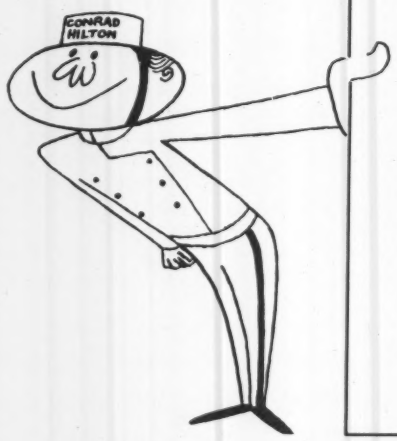
• KTRN Wichita Falls, Tex.: Sold by Texoma Broadcasting Company, headed by A. Boyd Kelley, to Broadcasting Associates Inc. for $379,450. Broadcasting Associates is controlled by C. A. Sammons who, through holdings, has majority stock in KWAT Watertown, S.D. Raymond Ruff, who purchased 20% of KTRN, has a minority interest in KITO San Bernardino, Calif.

• WINE-AM-FM Amherst, N.Y.: Sold by John W. Kluge and Marcus J. Austad to the McLendon Corp., Gordon McLendon, president, for $287,500. McLendon owns KLIF and KOST (FM) Dallas, KILT and KROW (FM) Houston, both Texas, and WAKY Louisville, Ky. Through subsidiaries or affiliates, the corporation owns KTSA San Antonio, Tex., KEEL Shreveport, La., and KABL, Oakland, Calif. Commissioner Robert T. Bartley dissented.

• KCLE-AM-FM Cleburne, Tex.: Sold by George Marti to Jim Gordon for $145,000. Mr. Gordon has been regional sales manager for KCEN-TV Temple, Tex., for six years.

AP radio-tv awards

WCYB-AM-TV Bristol, Va., took first place in the annual AP broadcast competition for cooperation in exchange of news in 1959. President Daniel W. Kops (WAVZ New Haven, Conn., and WTRY Troy, N.Y.) of AP Radio &



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NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	ATLANTA	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Robert M. Baird	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Healey Building	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Business climate down South

Sit-down strikes in lunchrooms and demonstrations by Negroes demanding civil rights in the South have caused a small flurry of cancellations by local advertisers on Negro programming stations in the affected areas. On the whole, however, the stations tend to be optimistic and predict no long-range effects.

In a sampling of major Negro-radio chains owning stations in the deep South, BROADCASTING found the belief that the Negro community had confidence in their stations. None of the stations takes editorial stands on the integration problem, though WDIA Memphis reported programming forums on the question with both Negroes and whites participating, as well as opinion programs of listener telephone calls.

Some cancellations by local advertisers were reported in at least four trouble spots. One explanation of this was: "There is always a percentage of businessmen who get scared quick. It's an emotional thing with them." A Little Rock station found that local advertisers who had cut their schedules during the first integration crisis there soon returned to the station and that subsequent crises in that city have produced fewer and fewer cancellations.

"The advertiser who uses a Negro station shows that he is interested in the Negro market and realizes that he is possibly less likely to be boycotted and more likely to be patronized by Negroes than [one who uses another station]," was a common opinion of station management. All sources pointed to Negro public service programming as another incentive advertisers should recognize.

One manager predicted that although some temporary loss of business had been incurred, the trouble would benefit Negro radio in the long run by producing a more closely-knit Negro community, with its own particular interests and identity.

Television Assn. said WCYB-AM-TV were judged on quantity and quality of 277 stories made available to other AP members. WKY Oklahoma City took second place for supplying the greatest number of stories, 438, and KNUZ Houston won third for a single breaking story providing AP with a "42-minute beat" on the explosion aboard a tanker last November.

New Texas network

A new network, to be known as the "Big-K", is being formed to link KLUE Longview and KMHT Marshall with additional stations in east Texas.

According to H.A. Bridge Jr., vice president of KMHT and KLUE, the present programming plans of the new network call for "a diversified schedule of local and regional news, plus on-the-spot broadcasts of major events that occur in the east Texas area."

Earl Godwin award

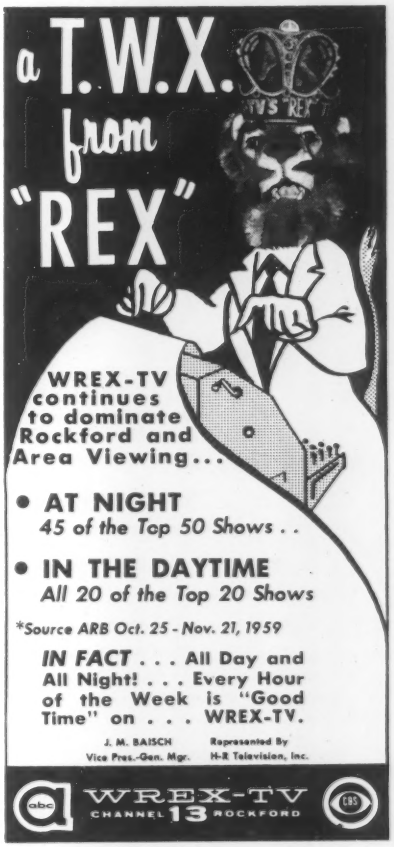
Keith S. Glatzer, director of news, special events, WFOR Hattiesburg, Miss., has been named winner of the third annual Earl Godwin Memorial Award. Mr. Godwin died September 1956, after more than two decades of radio newscasting. The award goes to an NBC affiliate newsman who distinguishes himself in covering a news or feature story for NBC Radio. Mr. Glatzer won the award for his coverage of the Mack Charles Parker kidnapping and murder case in Poplarville, Miss. The award includes a six-month assignment as an NBC news correspondent in London.

WMAK staff resigns in r 'n' r protest

A policy switch from "good music" to rock 'n' roll at WMAK Nashville resulted in an estimated 4,000 phone calls of protest, over 1,000 letters and telegrams, and the resignation of entire staff including the commercial manager. According to WMAK's report, this "melee of fantastic proportions" was triggered by a decision by Fred Gregg, president and general manager, to switch to rock 'n' roll. He said, "I've found you can build audience more quickly with rock than with anything else."

The phone calls followed him all the way to his home in Lexington, Ky. By midnight, the resignations had come in, spurred by a disc jockey who resigned on the air. Mr. Gregg sent telegrams at 6 a.m. the next day announcing the station would go back to the good music formula and rehiring all hands. All the rebels returned but one, he said.

Mr. Gregg last Thursday summed up the incident: "We were the low-rated station in the market on Pulse. That's why I decided to make the change. As a result of publicity and the fantastic hubbub created, I would guess our listenership has tripled."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WREX-TV continues to dominate Rockford and Area Viewing...
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45 of the Top 50 Shows . .
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All 20 of the Top 20 Shows
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IN FACT . . . All Day and All Night! . . . Every Hour of the Week is "Good Time" on . . . WREX-TV.
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CBS to have employe stock purchase plan

An employe stock purchase plan, a deferred bonus plan and liberalization of retirement benefits for CBS employes will be voted on by the company's stockholders at their annual meeting, April 20, in New York.

Details of the proposals are spelled out in the proxy statement for that meeting. It also shows Chairman William S. Paley and President Frank Stanton again heading the company's salary and bonus list—with $294,375 each—in 1959.

Messrs. Paley and Stanton each received $150,000 in salary plus $144,375 in additional compensation. In addition, $5,625 was set aside for deferred payment to each.

Merle S. Jones, president of the CBS-TV Stations Div., ranked next with $75,000 salary, $35,000 bonus plus $5,000 deferred. James T. Aubrey Jr. received $68,942 salary and $20,000 bonus as CBS-TV vice president, executive vp and, beginning Dec. 8, president. Louis G. Cowan, president of the tv network until his resignation as of Dec. 8, received $69,808, with no bonus. Others among the highest paid executives:

Arthur Hull Hayes, president of CBS Radio, $60,000 salary, $17,500 bonus and $2,500 deferred bonus; Goddard Lieberson, president of Columbia Records, $67,500 salary, $21,875 bonus, $13,125 deferred; Henry C. Bonfig, corporate vice president and director, $50,000 salary, no bonus; Arthur L. Chapman, president of CBS Electronics, $60,000 salary, $12,500 bonus, $7,500 deferred.

These figures do not include sums set aside for these executives under the CBS pension plan. The pension figures ranged from $35,585 for Mr. Paley and $24,626 for Dr. Stanton to $11,210 for Mr. Chapman.

Changes in the pension plan for CBS employes would establish larger retirement benefits than the current plan provides but reduce termination and death benefits.

The employe stock purchase plan to be voted upon would allow employes to buy CBS stock, with the company then giving each participant one share for each five shares purchased, plus additional shares after each consecutive three-year period of participation in the plan.

The practical effect of the proposed new deferred additional compensation plan would delay payment of part of bonuses. Upon termination of employment, participants would receive the equivalent of what they would have received if the deferred portion had been invested and reinvested in CBS stock.

WRCV-TV rate card

WRCV-TV Philadelphia has introduced a new rate card that will become effective April 1. Current advertisers will receive rate protection through July 1; program advertisers until Oct. 1, the card states. Program time rates have been increased slightly; evening 10 and 20 second station breaks have been adjusted while daytime station breaks remain unchanged. All minute participation rates have been increased.

Boston shuffle

A complete reshuffling of television network affiliations in Boston became a virtual certainty last Thursday as CBS-TV announced that WHDH-TV, *Boston Herald-Traveler* station headed by William B. McGrath, would become its primary outlet in that area effective no later than next Jan. 1. WHDH-TV is now on ABC-TV. First step in the shuffling loomed when NBC closed its deal to acquire WNAC-TV from RKO General in exchange for WRCV-TV Philadelphia, part of an agreement also involving their respective radio stations and the purchase of NBC's WRC-AM-FM-TV Washington for $11.5 million (BROADCASTING, March 21). Assuming the Justice Dept. and the FCC approve the Philadelphia-Washington swap, ch. 7 WNAC-TV—currently a CBS-TV outlet—will take on the NBC affiliation. With CBS and the ch. 5 WHDH-TV now signed, Westinghouse Broadcasting's ch. 4 WBZ-TV presumably will go from NBC to ABC. CBS authorities said their affiliation with Westinghouse's KPIX (TV) San Francisco would not be affected.

EQUIPMENT & ENGINEERING

LATEST ELECTRONIC GEAR SHOW

IRE meets in New York and exhibits new equipment

Electronics experts seeking a single package of latest developments had their appetites whetted last week at the Institute of Radio Engineers 1960 international conference in New York.

A more concentrated wrap-up on broadcasting will be available next week in Chicago at the NAB Convention (see story, page 90).

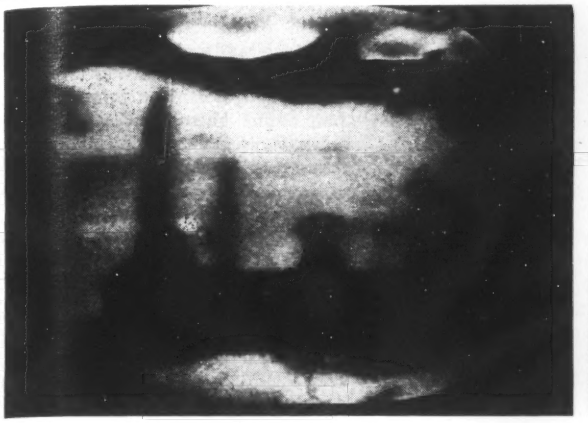
Delevopments ranging the spectrum of electronic equipment were shown and explained. Some of these are adaptable to commercial broadcasting though the stress was on military and industrial applications as well as on space flight and communications.

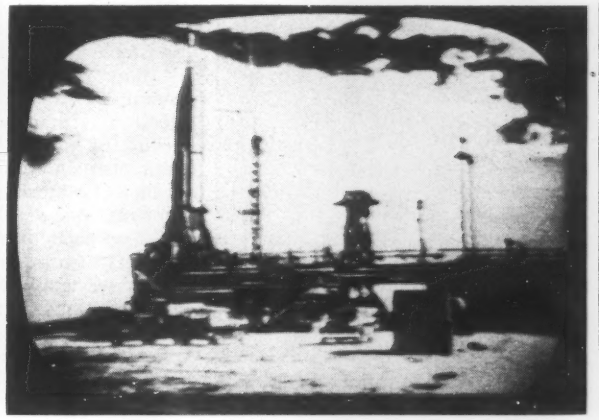
IRE's four-day program consisted of technical papers at the Waldorf-Astoria and an engineering show at the Coliseum. It drew an estimated 65,000 engineers from 40 countries.

Sun Bounce • Donald J. Blattner, RCA Labs staff, theorized on use of the sun as a huge reflector that woud relay radio signals between distant points on earth during periods when the moon was unavailable. He described the method as technically feasible via known transmission techniques and perhaps feasible via known transmission techniques and perhaps justified by a growing demand for more communication channels.

Scientist Blattner visualized a system of large antennas, powerful transmitters and advanced electronic data-handling equipment accomplishing the feat of reliably reflecting coded radio signals in the solar atmosphere of ionized gases.

Signals transmitted at 40 mc would be reflected from the corona (outermost portion of the sun's atmosphere). Required would be a million watt power output and a 120-ft. parabolic antenna capable of following the sun as well as a wide-band receiver coupled with associated data, handling equipment for processing to handle some "smearing" of relayed signals caused by the sun's rotational speed. It would take about 16 minutes for the signal to cover the round-trip distance between earth and sun (speed limited by the use of 20-second pulses for communicating coded information which would overcome spurious noise created by the solar atmosphere.)





Tv by moonlight • Picture at left is a simulated demonstration of how television would look when taken by the light of a crescent moon, using a standard broadcast tube. This pretty much represents a telecast of a moonlight scene without additional illumination. Photo at right, using the same subject, camera settings and equipment, was made using General Electric's new "see-in-the-dark" image orthicon (Z-5358), showing the powerful effect of the new tube in a live demonstration at the IRE show in New York last week.

Various papers were delivered on space communications.

Among the tape refinements announced at IRE:

• A new magnetic recording tape developed by Reeves Soundcraft at a cost of $9 million and designed for multitrack stereophonic sound. This includes a new oxide formulation to meet higher performance standards. Reeves also exhibited a new commercial video-tape.

• Pre-production models of a new hi-fi stereophonic tape cartridge system for the home recorded music market. A technical paper and demonstration were provided under auspices of Minnesota Mining & Mfg. Co., CBS Labs and Zenith Radio Corp. 3M and CBS Labs conducted the research program and Zenith is developing the first commercial machine for the new system (expected to hit the consumer market next year). The paper was presented by Dr. Peter C. Goldmark, CBS Labs president, and his associates, Dr. C.D. Mee, J.D. Goodell and Dr. W.P. Guckenberg.

Officials of the three companies demonstrated a one-reel tape cartridge no larger than a folded handkerchief which has continual play for 64 minutes; an automatic changer for tape cartridges and a new recording technique providing hi-fi at a speed of only 1⅞ inches per second. Up to six hours of music could be played on Zenith machines now being prepared for production. The cartridge changer could be designed to handle more cartridges if desired.

Two sessions on broadcasting were held during the week. The first included a report on the Geneva radio conference by W.H. Watkins of the FCC, a discussion of future possibilities (and how currently limited) for mechanizing tv station film and slide operations by James H. Greenwood, WCAE-AM-FM, WTAE (TV) Pittsburgh, and an up-dating by RCA's George H. Brown of information on tv directional antennas.

The second took in engineering aspects of tv tape recording production (Edward E. Benham, KTTV (TV) Los Angeles), discussion of modernization in tv transmitter plant input system (Joseph L. Stern, CBS-TV), a paper on special effects amplification for either noncomposite or composite black and white or color signals (Ralph C. Kennedy, NBC-TV) and discussion of remote control handling of tv microwave equipment (John B. Bullock RCA).

Still other sessions reported advances in audio, microwave tubes, broadcast and receiver tubes, stereophonic sound production, magnetic recording, space electronics and antenna-propagation problems. One paper offered by two Japanese scientists—M. Morita and S. Ito of Nippon Electric Co.—explored methods of improving high sensitive receiving systems for fm receivers.

The usual welter of electronics equipment—heavy on space and industrial application — was highlighted at the more than 850 exhibit booths set up.

RCA Display • RCA emphasized uses of its thimble-size Nuvistor electron tube developments and miniature tunnel diodes. Employment in tv sets of the Nuvistor in vhf tuners, to provide improved fringe-area reception, and in a two stage, double-tuned intermediate-amplifier was displayed.

The company operated a modified "sportable" (an experimental tv receiver with 10 developmental Nuvistor tetrodes and eight developmental Nuvistor triodes) in order to demonstrate potential compact tv set design. A nuvistorized fm tuner for use in fm radio, hi-fi and stereo systems was on display.

RCA's semiconductor and materials division demonstrated tunnel diodes and other electronic devices. The miniature tunnel diode has direct application in ultra-fast computers. RCA's exhibit contained a super-power tube that has potential use in intercontinental tv. This tube, of nail-keg size and weighing 150 pounds, can produce 5 million peak watts of long-pluse power at an average 300 kw power level at 450 mc. This provides enough power, according to RCA, to transmit a tv picture halfway around the world via bouncing a signal off a metallic balloon or other object in outer space. Latest RCA-made audio tubes for hi-fi, vidicons, storage tubes, a new color picture tube faceplate, and magnetic recording tape were shown.

General Electric's power tube department showed its "see-in-the-dark" camera tube for closed circuit tv; a hi-fi audio tube line; a new type of fabricated tubular cathode and a newly developed receiving tube that has an extra "shadow grid."

Corning Glass Works displayed a laminated tv picture tube that eliminates plate reflections (diffuses 75% of reflected light) while Sylvania Electric Products (General Telephone & Electronics Corp. subsidiary) exhibited new low-power electroluminescent applications.

Still Tv • Telectro Industries Corp., manufacturer of magnetic-tape equipment, demonstrated a system ("telectrovision") that transmits still tv pictures over ordinary telephone line. The device has application in military and banking fields, in advertising (to approve

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While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area . . . a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

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JUST AROUND THE CORNER
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A HAZARD THAT NEVER SLEEPS—
the accusation of

LIBEL—SLANDER
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INVASION OF PRIVACY
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You can't recapture the **WORDS** but you **CAN INSURE** and hold possible Dollar Loss within non-embarrassing limits.

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or alter material near insertion deadline) and in news servicing (for tv stations and newspapers).

Many exhibits concentrated on the continuing trend to smaller and lighter electronic equipment to meet the demands of the military, of space programmers and industrial design engineers. Miniaturization found tiny tv cameras (one developed by Foto-Video Labs weighed only a few pounds and was less than a foot long), while a low-power tv station (translator-type transmitter for smaller communities and for educational purposes) was exhibited by Electron Corp., division of Ling-Altec Electronics Inc., (Dallas).

Tv "Eye" • A television-equipped "eye" that would orbit the earth in a satellite and operate for several years was discussed by Roy L. Zastrow, senior physicist, research labs div., Bendix Aviation Corp. Orbiting at a 300-mile minimum and 3,000-mile maximum, the tv device may be applied to such peacetime applications as weather reconnaissance, patrolling of sea lanes, seasonal forestry surveys and large-scale mapping. The Bendix scientist indicated that the "eye in the sky" could distinguish such objects on earth as an airliner parked on a runway.

Because of the problems of sensitivity requirements at night, the solar-battery powered system will have to "get down to starlight operational level" before continuous coverage will be possible, he said, and the system will continue to be limited to areas not covered by clouds. Mr. Zastrow stated that expected improvements in tube fabrication and automatic control circuitry make feasible installation of an image orthicon system in a satellite. Although vidicon tv cameras are less complex, less bulky and lighter, they are not as sensitive for reconnaissance purposes as is an image orthicon camera. In most applications the tv signal would be telemetered directly to a ground station, avoiding the need for tape recording on the satellite, he said.

EIA members oppose any vhf-uhf set law

Tv manufacturers are going to oppose legislation which would require that television receivers be capable of receiving the whole vhf and uhf band. This position was taken at a spring meeting of the Electronic Industries Assn. in Washington.

The position is a reiteration of previous statements and was approved by EIA committee. EIA has asked to appear in any hearings scheduled by the House or Senate commerce committees. Pending before Congress are bills (S-3115 and HR 10817) which would require all tv sets to be capable of receiving the whole band of frequencies allocated for a particular service.

The EIA Board approved a resolution asking for Congressional legislation to require permanent marking of country of origin on tubes and semiconductors. It also authorized EIA executive vice president James D. Secrest to call the FCC's attention to the fact that many foreign tv receivers do not meet radiation limitations imposed on U.S. manufacturers.

David R. Hull, EIA president and Raytheon vice president, was chosen to receive the EIA 1960 Medal of Honor.

New RCA tube • Radio Corp. of America last week brought out a new monochrome image orthicon (TK-12) television camera equipped with a four and one-half inch "big-image" pickup tube. RCA says it will achieve high picture quality for live broadcasting or tape recording copies of uniform clarity. The new camera will be shown for the first time at the NAB Convention next week in Chicago.

The TK-12's simplicity of operation, RCA reports, does away with the need for constant operator attention to maintain picture fidelity, making it possible for a single operator to handle a group of cameras simultaneously. The big picture tube, a product of RCA's Electron Tube Div., involved the use of a large "target" and a relatively small photocathode—the same size as the photocathode on the standard three-inch tube. Lenses on the new camera need be no larger, according to the company. Electronic magnification produces the large image at the target, resulting in a corresponding increase in picture resolution for finer detail. The camera, which uses RCA's recently developed thimble-size Nuvistor tubes in the video preamplifier and in other camera modules, weighs only 130 pounds.

NO CBC MONTREAL MONOPOLY

BBG gives tv channels to CFCF, L'Anglais

Two privately-owned television licenses for Montreal were recommended last Tuesday (March 22) by the Board of Broadcast Governors. Grant for a second English language ch. 12 tv outlet went to CFCF Montreal, whose radio operation has been in existence since September 1919.

The other new station was awarded Paul L'Anglais, veteran program producer, who proposed a second French language service on ch. 10. Associated with Mr. L'Anglais are French film distributors J.A. Deseve and Andrew Ouimet.

Hearing on the Montreal tv applications were held by the BBG during the week of March 7. Montreal currently is served by the English language CBMT (TV) on ch. 6 and the French language CBFT (TV) on ch. 2. Both are owned by the Canadian Broadcasting Corp.

The Toronto Scramble • The BBG on March 19 wound up its hearing on the Toronto ch. 9 contest as final applicants echoed earlier proposals of rivals on programming with a predominantly Canadian content (BROADCASTING, March 21).

On the final day, March 19, CFRB based its application on its 33 years of broadcasting as a community station and dealt in detail with the programs it would telecast in 89½ hours a week early next year if granted the coveted license.

The case for CFRB was presented by Joseph Sedgwick, counsel. He and President Thornton Cran, assured the BBG that the radio and television operations would be highly competitive with separate staffs for sales, programming and operations.

CFRB is owned by Standard Radio Ltd., Toronto, with shares available on the Toronto Stock Exchange and at present is 99.32% Canadian-owned. Argus Corp., Toronto, a large Canadian holding company, has owned 49% of Standard Radio since 1947. The station has paid out $1,827,500 in dividends since 1941. Station would build studios in the northeastern Don Valley suburban area alongside space bought by the Canadian Broadcasting Corp. for a radio-tv center. In addition, CFRB has a tentative arrangement with CBC for sharing a mast to be built on CFRB-AM station property at Clarkson in western Toronto suburban area. The antenna installation would also be available to any uhf educational station licensed in the future.

CFRB officials outlined its proposed programming including 34 hours a week of live fare. They reported vast sources of British, French, Italian and German film available to cater to the heterogeneous Toronto population.

Toronto Telecasters Syndicate, headed by Toronto financier Henry Borden and Southam Newspaper chain, which has interests in CHCH-TV Hamilton, Ont.; CFPL-AM-FM-TV London, Ont.; CFAC Calgary, Alta.; CJCA Edmonton Alta., and All-Canada Radio & Television Ltd., Toronto, representation firm, appeared on March 18. Mr. Borden stated the station would be prepared within 90 days of starting to offer to every tv station in Canada 14 half-hour, one 20-minute and one 15-minute program weekly. The programs would be first offered national advertisers, and those not accepted would be sold to local stations for local sponsorship. The station would be located near Newmarket, Ont., 25 miles north of Toronto.

Jack Burghardt, formerly production manager of CHCH-TV Hamilton, who would be general manager of station, stated that it would start with 90½ hours a week, of which 55% would be basically Canadian.

Tower location • On March 19, Ralph Snelgrove, owner of CKVR-TV Barrie, Ont., urged BBG to heed the experience of stations in the United States which like the applicant Toronto Telecasters built their antenna in a different direction from that of the majority of receiving antennas. He pointed out that viewers would not buy antenna rotators to look at a second station, and since practically all receiving antennas in the Toronto area were erected to tune in Buffalo, N.Y., south of Toronto, a station north of the city would have poor reception in the city it was licensed to serve.

Summit Television Ltd., represented by Toronto lawyer J.S.D. Tory, would issue 27.3% of its stock for public sale, the BBG was told. Associated with Mr. Tory, who would hold 20% of the voting stock, are the morning *Toronto*

WNJR
1st in new york
dec. negro pulse
BASED ON U.S. CENSUS

DECEMBER PULSE* SHOWS
KIMN

WITH THE HIGHEST DENVER PULSE RATING IN RECENT YEARS!
6 AM TO 12 MIDNIGHT
7 DAY AVERAGE 19%
Further proof that KIMN delivers more audience, more often, than any other Denver radio station. Sell our great, rich market with Denver's number one station!
*DECEMBER, 1959
KIMN KEY STATION Intermountain Network
5,000 WATTS AT 950
REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

Where Can You Make Such An
"Expanding MARKET BONANZA BUY?"
KMSO-TV, Serving All of WESTERN MONTANA
Is BIG in Coverage
BIG in Programming
BIG in Viewership
9 out of every 10 TV Homes in the Far-Western Montana Market view only KMSO-TV, the 191,000 watt station with the best lineup of programs in Montana.
1,000 x 58 = 58,000 TV HOMES in 13 counties are delivered by KMSO-TV, at a low cost/thousand of just $1.00.
NOT JUST 1 BUT 6 CITIES enjoy KMSO-TV's top programs of
CBS • NBC • ABC
18 COMMUNITY BOOSTERS have been installed in Butte, Anaconda, Deer Lodge, Kalispell, and many other communities to rebroadcast KMSO-TV programs.
KMSO-TV
MISSOULA, MONTANA
NATIONAL REPRESENTATIVES
FORJOE-TV, Inc.

Globe and *Mail* with 23.9% voting stock, and the British J. Arthur Rank film organization, which would have a similar amount of stock. Five percent of the station's equity would be donated to universities.

Summit Television plans 111 hours of telecasting a week with a 60% Canadian content. The company plans to share tower with CBLT Toronto, when it is moved to its new site in the Don Valley area in northeastern Toronto, and meanwhile would arrange to share the present CBLT tower in downtown Toronto. The station would arrange for free time for political broadcasting as now done by CBC.

On March 17, Maclean-Hunter Publishing Co. Ltd., presented its brief for Channel Nine Limited, which would be 80% owned by Maclean-Hunter and 20% by Associated TeleVision Ltd., of London, England. Floyd Chalmers, Maclean-Hunter president, emphasized his company had experience since 1887 in publishing periodicals in competition with U.S. publications, and so was well aware of the need and methods for providing high Canadian content in its tv programming to combat U.S. influence from Buffalo, N.Y.

Don Hildebrand, formerly of CKNX-TV Wingham, Ont., would manage the station. Plans are to start with 103 hours weekly late this year, if the license is granted.

Closed circuit showing of its program fare was made by Baton Aldred Rogers Broadcasting Ltd. The presentation was made by Edwin Goodman and John Bassett, publisher of the *Toronto Telegram*. The newspaper would own 40% of the shares. Foster Hewitt, owner of CKFH Toronto, would have 10% investment, and Paul Nathanson, Sovereign Films Ltd., a similar amount. Nathanson has a share in CHCH-TV Hamilton, Ont.

Baton Aldred Rogers Broadcasting would build in the northern part of Toronto and start operations with a staff of 303 people, telecasting 15% of its programs live. The station plans French-language programs as well for Toronto's French-speaking population and to familiarize English-speaking citizens with Canada's second language.

Broadcast Advertising

• WILLIAM A. MARSTELLER, president of Marsteller, Rickard, Gebhardt & Reed, Chicago, elected board chairman, succeeding E.A. GEBHARDT, named special consultant to chairman. RICHARD C. CHRISTIAN elected president and MARSHALL C. LEWIS succeeds Mr. Christian as executive vp and general manager of agency's Chicago office. A.W. COWLES, vp and assistant general manager, promoted to executive vp and general manager of agency's Pittsburgh office. All changes effective May 1.

see our ad opposite page

MR. STEBBINS

JOHN D. STEBBINS, Washington office, will be registered in Suite 1722-23-24 at the Conrad Hilton Hotel, Chicago, April 3-7, during the National Association of Broadcasters' 38th annual convention.

John will appreciate hearing from you prior to and during the convention in the—

HAMILTON-LANDIS & ASSOCIATES

suite • 1722-23-24

FATES & FORTUNES

• DONALD C. PORTEOUS, vp and general manager of New York office of Gardner Adv. appointed to board of directors. Originally, he had been vp of Paris & Peart, until that agency merged with Gardner last year.

• ROBERT E. DWYER, formerly with Wade Adv. in California and Chicago in account management area, member of executive committee and plans board, becomes vp of Grey Adv., N.Y., in charge of west coast operations.

• HAROLD J. PLATT, vp of Edward H. Weiss Co., Chicago, appointed account supervisor on Purex Corp. account (soap products). ARMELLA SELSOR to Weiss as media supervisor on Helene Curtis and CARL PETERSON, formerly of Leo Burnett Co., that city, joins Weiss as copywriter.

• HOWARD FISHER, formerly vp and account executive with Rogers & Smith Adv., Dallas, to Tracy-Locke Co., that city, in radio-tv department.

• VICTOR M. RATNER, formerly with Benton & Bowles, McCann-Erickson, and CBS, all New York, joins Grey Adv., that city, as vp.

MR. MORRELL

• SYDNEY W. MORRELL, formerly vp in charge of pr for International Telephone and Telegraph Corp., named executive vp of Communications Affiliates Inc., N.Y., division of McCann-Erickson Inc.

MR. PERRY

MR. WHITE

• ALAN S. PERRY and RICHARD B. WHITE named vps of BBDO, N.Y. Mr. Perry is account group head of Campbell Soups; Mr. White is account group head of B.F. Goodrich.

• GEORGE MOTT, formerly account executive at Grey Adv., N.Y., joins Sullivan, Stauffer, Colwell & Bayles, in similar capacity on Lever Brothers account.

• BOB HUNTINGTON, formerly on merchandising staff of Donahue & Coe, Los Angeles, to Honig-Cooper & Harrington, there, in similar capacity.

• ANTHONY J. HEBEL, newly elected vp of Gordon Best Co., Chicago, will supervise Old Milwaukee beer account. In earlier story (BROADCASTING March 21), it was incorrectly reported that Mr. Hebel would be supervisor on Schlitz beer.

• GENE VASLETT, manager of media department of Foote, Cone & Belding's Los Angeles office, named business manager of Los Angeles, Hollywood, San Francisco and Houston offices and administrative assistant to Louis E. Scott, vp of L.A. office.

• RAMOND D. REISS, formerly director of automotive media for MacManus, John & Adams, N.Y., named director of media.

• MARIE FITZPATRICK, media buyer with Young & Rubicam, N.Y., transfers to agency's Chicago office.

MR. BURKOFF

• STANLEY T. BURKOFF, formerly director of planning and copy and director of marketing with Zimmer McClaskey Adv., Louisville, Ky., joins Doyle Dane Bernbach, N.Y. as copy supervisor.

The Media

• SIDNEY J. FLAMM, BOB ROBERTS, JULES LABERT and JAMES ORRE named president and general manager; vp and station manager; commercial director, and chief engineer, respectively, at WMMM Westport, Conn. Mr. Flamm formerly was general manager of WNRC New Rochelle, New York.

MR. ROSENBLATT

• MARVIN B. ROSENBLATT, station manager of WAVZ New Haven, Conn., named vp of WAVZ Broadcasting Co. which owns station. Mr. Rosenblatt, who joined station in 1954 as account executive, continues to serve as station manager.

• JAMES G. BABB JR., formerly with Cox & Jackson Adv., Charlotte, N.C., to WBT, that city, as regional sales manager. CLAY L. MORGAN, formerly manager of WWOK Charlotte, to WBT as special sales representative.

• DR. FRANK STANTON, CBS president, awarded Industry Film Producers Award of Merit for outstanding public service in field of filmed documentaries (Biography of a Missile).

• ROBERT LACHANCE, account executive with WPRO Providence, R.I., named local sales manager.

• ERNEST LEISER, chief of Bonn (Germany) bureau of CBS News, appointed producer-correspondent assigned to news specials. DANIEL SCHORR succeeds Mr. Leiser.

MR. PAULSON

• BERNARD I. PAULSON, director of tv production services for ABC New York, named director, design, art and scenic production for NBC-TV, New York. EUGENE S. JONES, program manager of NBC-TV network's *Today*, joins NBC Special Projects as producer.

• TED YATES named director of news and public affairs for Metropolitan Broadcasting Corp.'s tv stations. Mr. Yates held similar post with WNTA-TV Newark, N.J., until July 1959.

• GERALD JANES, formerly with WALK Patchogue, L.I., joins Herald Tribune Radio Network in charge of news and broadcast operations.

• DON GRANT, formerly salesman at WJAG Norfolk, to KCSR Chadron, both Neb., as sales manager, succeeding BERNIE KAY.

• FREDERICK J. SCHUHMANN, studio services manager at ABC News, appointed director of production services for ABC-TV. JAMES T. LARKIN, formerly supervisor of western division sales service at ABC New York, appointed business manager of International Div.

• CHARLES KEYS named general manager of KVII(TV) Amarillo, Tex. BILL BAILEY, formerly operations manager of KOCO-TV Enid, Okla., also joins KVII, effective Friday April 1.

MR. KEYS

• JERRY FLESEY, formerly sales manager of KOIL Omaha, Neb., appointed general manager of KOIL-FM.

• JOHN DEVINE, commercial manager of KVOO-TV Tulsa, Okla., appointed station manager. He also will continue his present duties. TOM BELCHER, account executive at KVOO, named regional sales manager.

MR. DEVINE

Programming

• JOSEPH E. ZERGA, vp and general manager of Ardmore Music Corp., Beechwood Music Corp. and director of Ardmore & Beechwood Ltd. (all subsidiaries of Capitol Records Inc.) resigns, effective April 30, to become international manager of Electric & Musical Industries Ltd. (another CRI subsidiary). BRUCE ROZET joins CRI as administrator, management planning. He formerly was with McKeand & Co., management consultants.

• BILL WEEMS, west coast sales director for packaged programs, General Artists Corp. (talent agency), promoted to vp in charge of tv operations.

EASTERN

Fulltimer 250 watt in excellent manufacturing and resort economy market. Owner must move. $175,000.00 with 29% down, balance seven years.

UPPER MIDWEST

Real money maker in growing market. Cash throw-off over $50,000. With absentee owner. $400,000.00 with 29% down, balance 8 years @ 6%.

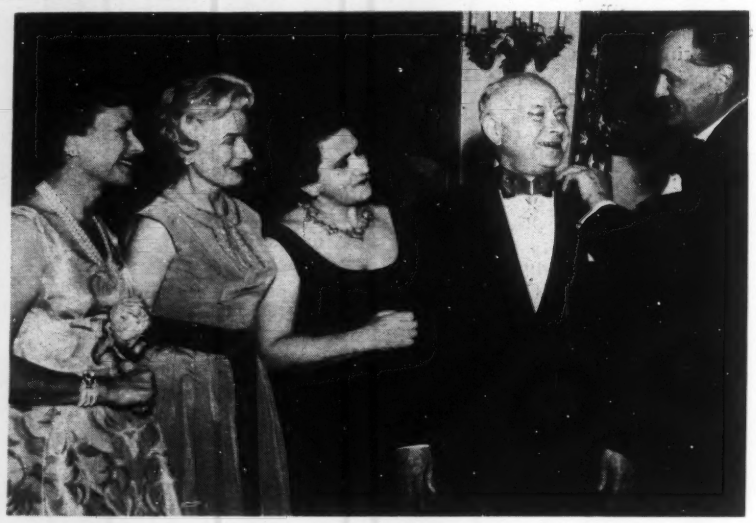
NAB CONVENTION SUITE 1722-23-24

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D.C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
John D. Stebbins	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
1737 DeSales St. N.W.	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671
EXecutive 3-3456			

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS



Medal for Gen. Sarnoff • BRIG. GEN. DAVID SARNOFF, chairman of RCA, receives the Medal of Commendatore of the Order of Merit of the Republic of Italy from Ambassador MANLIO BROSIO (l.). The medal, a pendant, was presented to Gen. Sarnoff "in recognition of his meritorious collaboration with Guglielmo Marconi and the late Maestro Arturo Toscanini in the fields of radio and television and of his contributions to the development of telecommunications in Italy." Looking on at the presentation are (l. to r.) MRS. GEORGE A. BRASA and MRS. GABRIELE PARESCE, daughters of Marconi, and MRS. WANDA HOROWITZ, daughter of Toscanini and wife of pianist Vladimir Horowitz.

• ROBERT CATO, PETER C. FREMD and BILL LEVY appointed director of art and design, director of information service and director of advertising and sales promotion respectively, at Columbia Records, N.Y.

• OSCAR RUDOLPH joins Screen Gems as tv director. He has exclusive three year contract. PAUL WEST, tv writer who has been working on *Father Knows Best*, joins Screen Gems to script new *Bringing Up Mother* series.

Equipment & Eng'ring

• DONALD B. SINCLAIR, formerly vp and chief engineer of General Radio Co., West Concord, Mass., named executive vp and technical director. ARTHUR E. THIESSEN, formerly vp, named board chairman; IVAN G. EASTON, engineering manager, appointed vp for engineering and HAROLD M. WILSON, manufacturing manager.

• EDWARD O. JOHNSON, formerly manager, advanced development at RCA Laboratories, Somerville, N.J., named chief engineer, RCA semiconductor and materials division.

• ANDREW D. RING, consulting engineer of A.D. Ring & Assoc., Washington, suffered mild coronary thrombosis March 20 and is confined to Suburban Hospital, Bethesda, Md. Mr. Ring was assistant chief engineer of FCC in charge of broadcasting during 1930's.

• JERRELL R. HENRY, formerly owner of KGRN Grinnell, to Collins Radio Co., Cedar Rapids, both Iowa, as central region broadcast sales representatives.

Government

• HARRY A. BABCOCK, executive director of Federal Trade Commission, resigns April 1 to join Washington law firm of Weaver & Glassie. Mr. Babcock, with FTC for more than 35 years, was director of the FTC's bureau of investigation before being appointed executive director in 1958.

International

• VICTOR F. DAVIES, director of accounting services of Canadian Broadcasting Corp., Ottawa, Ont., named comptroller, succeeding A.M. HENDERSON, appointed auditor-general of Canada. ROBERT E. KEDDY, director of organization of CBC, to director of personnel and organization. GUY CODERRE, manager of personnel of Quebec region of CBC, to associate director of personnel and organization.

• GORDON SINCLAIR, formerly newscaster of CFCF Montreal, named station manager of CFOX Pointe Claire, Que.

• R.M. MACLENNAN, commercial manager of CJOB Winnipeg, Man., promoted to station manager. C.J. MCCARTNEY appointed production manager and G. MCCLOY named special events director.

• W.A. MACDONALD, special assistant to director of Prairie Region of CBC, Winnipeg, Man., named director of pr of CBC with headquarters at Ottawa, Ont.

• RAY ARSENAULT, radio-tv producer of MacLaren Adv. Ltd., Toronto, Ont., to same post with Needham, Louis & Brorby of Canada Ltd., that city.

Deaths

• JOHN R. CROWDER, 75, senior partner and general manager of WERK Fayetteville, Tenn., died of cancer March 17. Mr. Crowder also was president and 33⅓% owner of WMCP Columbia, Tenn. Previously, he had been major stockholder, officer and director of WHDM McKenzie and officer and director of WCOR Lebanon, both Tennessee.

• FLOYD H. (WOODY) WOODWORTH, 73, formerly president of Astatic Corp., Conneaut, Ohio, died March 15, in Venice, Fla. Mr. Woodworth, pioneer manufacturer of microphones and cartridges, was founder of Astatic and president from 1933 to 1952, when he retired.

• BARTON H. CAMERON, 46, account executive with Young & Rubicam Chicago office, died there March 17 of heart attack. He joined Y&R in 1951 after tenure as partner of Hooper-Cameron Inc., Chicago advertising agency.

• EVELYN R. VANDERPLOEG, 55, radio-tv media director and timebuyer head at Arthur Meyerhoff Assoc., Chicago, died in Northwest Airlines plane crash March 17.

• GEORGE L. PRICE, president of George L. Price Inc. (radio productions) Malibu, Calif., died March 2, of heart attack.

• THOMAS C. FOLEY, 38, manager of CFRA Ottawa, Ont., died March 17 in automobile collision in Toronto. He was applicant with Frank Ryan, owner of CFRA, for tv license at Ottowa.

• MRS. DOROTHY BRAZY, 61, president and executive director of KFMU(FM) Los Angeles until its sale to Metropolitan Theatres Corp. last year, died March 22. Survivors include son, Jacques, foreign representative of MCA-TV in Mexico City.

Station Authorizations, Applications

As Compiled by BROADCASTING

March 17 through March 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

TOT Industries Inc.; Radio Medford Inc.; Medford Telecasting Corp., Medford, Ore.—Designated for consolidated hearing applications for new tv stations to operate on ch. 10. Ann. Mar. 17.

Existing Tv Changes

WSLA (TV) Selma, Ala.—Granted application for extension of time to construct; withheld action on application for license, but granted program test authority without prejudice to any action commission may take as result of pending rulemaking proposals looking toward reassignment of ch. 8 to Birmingham or Montgomery, both Alabama. Is advising Washington Post Co. (WTOP-TV Washington, D.C., and WJXT [TV] Jacksonville, Fla.) and Capitol Bcstg. Co. (WCON-TV Montgomery, Ala.) that action on their opposition petitions is being withheld until licensing of WSLA is up for consideration. Ann. Mar. 17.

New Am Stations

Clarence Wilson, Hobbs, N.M.; Morton Bcstg. Co., Morton, Tex.—Designated for consolidated hearing applications for new am stations on 1280 kc, D. Mr. Wilson with 1 kw, and Morton with 500 w; made KTFY Brownfield, Tex., party to proceeding. Ann. Mar. 17.

APPLICATIONS

Rehoboth Beach, Del. — Voice of Cape Henlopen Inc. 1520 kc, .25 kw D. P.O. address 48 Rehoboth Ave., Rehoboth Beach, Del. Estimated construction cost $16,727, first year operating cost $24,000, revenue $30,000. Principals include **Daniel G. Anderson Jr., Robert M. Dodge,** 20% each, and others. Mr. Anderson is in real estate. Mr. Dodge is retired. Ann. Mar. 21.

Marion-Jonesboro, Ind. — Geneco Bcstg. Inc. 1500 kc, 5 kw. P.O. address 708 S. Branson St., Marion, Ind. Estimated construction cost $56,700, first year operating cost $54,000, revenue $84,000. Applicant is **Eugene C. Thompson,** who is in real estate rentals. Ann. Mar. 11.

Lapeer, Mich.—Bill Lamb Prods. 1530 kc, 1 kw D. P.O. address 1813 Seneca St., Flint, Mich. Estimated construction cost $26,986, first year operating cost $60,000, revenue $72,000. Applicant is **Willard F. Lamb,** employe of WKMF Flint, Mich., and owner of recording studio. Ann. Mar. 23.

Red Lodge, Mont.—Carbon County Bcstrs. Inc. 1450 kc, 1 kw. P.O. address Box 464, Red Lodge, Mont. Estimated construction cost $14,435, first year operating cost $31,000, revenue $40,000. Principals include **Dean J. Jansma,** 22.51%, **Juanita H. Zaputil,** 11.25%, **Thomas C. Dokken,** 8.65%, and 27 others. Mr. Jansma is employe of KGHL Billings, Mont. Mr. Dokken is in insurance. Ann. Mar. 23.

Gold Beach, Ore.—Gold Beach Bcstg. Co. 1220 kc, 1 kw D. P.O. address Box 185, Brookings, Ore. Estimated construction cost $19,440, first year operating cost $29,000, revenue $33,000. Principals are **Lawrence D. Anderson** and **William P. Degross,** equal partners. Mr. Anderson is manager of KURY Brookings, Ore. Mr. Degross is in trailer sales. Ann. Mar. 17.

Provo, Utah—Edwin A. Niehay 1540 kc, 1 kw D. P.O. address Box 689, Provo, Utah. Estimated construction cost $13,515, first year operating cost $30,000, revenue $36,000. Applicant in motel business. Ann. Mar. 24.

Existing Am Stations

WFAU Augusta, Me.—Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1340 kc, 250 w-N. Ann. Mar. 17.

KTTS Springfield, Mo. — Designated for hearing application to increase daytime power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N. Ann. Mar. 17.

KWIN Ashland, Ore.; KDOV Medford, Ore.; KCNO Alturas, Calif.—Designated for consolidated hearing applications to change facilities of KWIN from 1400 kc, 250 w, unl. to 580 kc, 1 kw, DA-2, unl., KDOV from 1300 kc, 5 kw, D, to 580 kc, 5 kw, DA-D, and KCNO to increase power from .1 kw to 5 kw, continuing operation on 570 kc, D; made KUGN Eugene, Ore., and KMJ Fresno, Calif., parties to proceeding. Ann. Mar. 17.

KPLK Dallas, Ore.—Cp to increase power from 1 kw to 5 kw and install new trans. (1460kc). Ann. Mar. 23.

KAGI Grants Pass, Ore.—Designated for hearing application to increase daytime power from 1 kw to 5 kw, continuing operation on 930 kc, 1 kw-N, DA-N. Ann. Mar. 17.

New Fm Stations

Phoenix, Ariz.—KTAR Bcstg. Co. Granted 98.7 mc, 57.4 kw. P.O. address 1101 N. Central Ave., Phoenix, Ariz. Estimated con-

• KGIL • WYDE • WAKE • KRAK •

KPAM • WBNX • KUEN

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Conrad Hilton SUITE 1318A

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EDWIN TORNBERG & CO. Inc.

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• KMBY • WGTC • KWG • WBNY • KFJI •

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through March 23

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,404	60	77	818
FM	645	64	175	103
TV	472	52	103	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through March 23

	VHF	UHF	TV
Commercial	447	77	524
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through February 29, 1960

	AM	FM	TV
Licensed (all on air)	3,404	645	472[1]
CPs on air (new stations)	58	51	55[2]
CPs not on air (new stations)	79	152	97
Total authorized stations	3,541	848	672
Applications for new stations (not in hearing)	583	78	58
Applications for new stations (in hearing)	231	34	65
Total applications for new stations	814	112	123
Applications for major changes (not in hearing)	683	35	35
Applications for major changes (in hearing)	188	10	20
Total applications for major changes	871	45	55
Licenses deleted	0	1	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

struction cost $24,765, first year operating cost $10,000, revenue $12,000. KTAR Bcstg. Co. is licensee of KTAR Phoenix; applicant fm will duplicate am programming. Ann. Mar. 17.

Coachella, Calif.—Coachella Valley Bcstg. Co. Granted 93.7 mc, 25 kw. P.O. address 1694 Sixth St., Coachella, Calif. Estimated construction cost $16,550, first year operating cost $15,425, revenue $16,000. Sole owner is **Edward W. Gorges.** Ann. Mar. 17.

Denver, Colo.—Plains Radio Bcstg. Co. Granted 102.1 mc, 8.5 kw. **Globe News Publishing Inc.** owns 81% of Plains Radio Bcstg. Co. and is licensee of KGNC-TV Amarillo. Plains Radio Bcstg. Co. is licensee of KGNC-AM-FM Amarillo, KFYO Lubbock, both Texas. Ann. Mar. 17.

Richmond, Ind.—Richmond Bcstg. Co. Granted 99.5 mc, ERP 6 kw. Applicant is group headed by **Pierce E. Lackey.** Ann. Mar. 17.

Detroit, Mich. — Earl, Mullins, Torian, Propst and Stein. Granted 92.3 mc, 10 kw. P.O. address % Raymond B. Torian, 7153 Pacific View Dr., Hollywood, Calif. Estimated construction cost $19,000, first year operating cost $25,000, revenue $40,000. Principal applicants are **Raymond B. Torian, Alex N. Stein** and **Don P. Propst,** 26⅔% each. Mr. Torian is majority owner of KNOB Long Beach, Calif. Mr. Stein has interest in KNOB and is commercial manager of KSPA Santa Paula, both California. Mr. Propst is employe of KNOB. Ann. Mar. 17.

Detroit, Mich.—Plains Radio Bcstg. Co. Granted 98.7 mc, 8.7 kw. P.O. address Amarillo, Tex. Estimated construction cost $30,317, first year operating cost $36,000, revenue $45,000. **Globe-News Publishing Inc.** owns 81% of Plains Radio Bcstg. Co. and is licensee of KGNC-TV Amarillo. Plains Radio Bcstg. Co. is licensee of KGNC-AM-FM Amarillo, KFYO Lubbock, both Texas. Ann. Mar. 17.

Minneapolis, Minn.—Plains Radio Bcstg. Co. Granted 100.3 mc, 8.9 kw. P.O. address Amarillo Tex. Estimated construction cost $31,332, first year operating cost $36,000, revenue $45,000. **Globe-News Publishing Inc.** of Amarillo, Tex. is 81% owner of Plains Radio Bcstg. Co., licensee of KGNC-AM-FM Amarillo and KFYO Lubbock. Globe-News is licensee of KGNC-TV Amarillo. Ann. Mar. 17.

Cincinnati, Ohio—Plains Radio Bcstg. Co. Granted 101.1 mc, 9.1 kw. P.O. address Amarillo, Tex. Estimated construction cost $35,324, first year operating cost $36,000, revenue $45,000. **Globe-News Pub. Co.** is licensee of KGNC-TV Amarillo and owner of 81% of Plains Radio Bcstg. Co. Plains Radio is licensee of KGNC-AM-FM Amarillo, and KFYO Lubbock, both Texas. Ann. Mar. 17.

Portland, Ore.—Plains Radio Bcstg. Co. Granted 99.5 mc, 7.8 kw. P.O. address Amarillo, Tex. Estimated construction cost $33,170, first year operating cost $36,000, revenue $45,000. Principals include **Globe-News Pub. Co.** owns 81% of Plains Radio which is licensee of KGNC-AM-FM Amarillo and KFYO Lubbock, both Tex. Globe-News is licensee of KGNC-TV Amarillo. Ann. Mar. 17.

Boyertown, Pa. — Boyertown Bcstg. Co. Granted 107.5 mc, 20 kw. P.O. address Box 88 Red Lion, Pa. Estimated construction cost $45,180, first year operating cost $38,315, revenue $42,000. Applicants are **David G. Hendricks** (60%) and **Lester Greenwalt** (40%). Mr. Hendricks is employe of WGCB Red Lion, Pa. Mr. Greenwalt has minority interest in WGSA Ephrata, Pa. Ann. Mar. 17.

Seattle, Wash.—Plains Radio Bcstg. Co. Granted 102.5 mc, 19 kw. P.O. address Amarillo, Tex. Estimated construction cost $34,972, first year operating cost $36,000, revenue $45,000. **Globe-News Publishing Co.** is 81% owner of Plains Radio, licensee of KGNC-AM-FM Amarillo, KFYO Lubbock, both Texas. Globe-News Pub. Co. is licensee of KGNC-TV Amarillo. Ann. Mar. 17.

Milwaukee, Wis.—Music-Air Inc. Granted 104.7 mc, 16.5 kw. P.O. address 606 W. Wisconsin Ave., Milwaukee, Wis. Estimated construction cost $24,595, first year operating cost $27,600, revenue $30,000. Principals are **Larry C. LaRue** and **John E. Dieringer** 49% each, who have multiplexing background music company in Milwaukee area. Ann. Mar. 17.

Tomah, Wis.—Tomah-Mauston Bcstg. Co. Granted 98.9 mc, 19.5 kw. P.O. address 1016½ Superior Ave., Tomah, Wis. Estimated construction cost $13,500, first year operating cost $48,000, revenue $56,000. Applicant is licensee of WTMB Tomah, Wis. Ann. Mar. 17.

APPLICATIONS

Watsonville, Calif.—KOMY Inc. 106.5 mc, 3.145 kw. P.O. address 40 Atkinson Lane, Watsonville, Calif. Estimated construction cost $6,050, first year operating cost $3,600, revenue $3,600. Applicant is **Francis T. Crennan,** sole owner of KOMY Watsonville, and employe of KOFY San Mateo, both California. Ann. Mar. 23.

Wichita, Kans.—James F. Kramer. 107.3 mc, 29.87 kw. P.O. address Box 1959, Wichita, Kans. Estimated construction cost $28,859, first year operating cost $15,000, revenue $36,000. Applicant is engineer. Ann. Mar. 21.

Glasgow, Ky.—Glasgow Bcstg. Co. 95.1 mc, 1.96 kw. P.O. address Glasgow, Ky. Estimated construction cost $15,544, first year operating cost $12,000, revenue $18,000. Applicant is **G. L. Comer,** owner of WKAY-AM Glasgow. Ann. Mar. 21.

Albuquerque, N.M.—KARA Inc. 99.5 mc, 3.382 kw. P.O. address 4011 Menaul Blvd., Albuquerque, N.M. Estimated construction cost $500, first year operating cost $10,000, revenue $12,000. Principals include **John P. Gallagher,** 45.5%, **Nickolas W. White,** 25.5%, and others, owners of KARA Albuquerque. Mr. Gallagher has interests in KPAT Idaho Falls, Idaho; WOOW Greenville, N.C.; KDUB-AM-TV Lubbock; KPAR-TV Sweetwater; KEDY-TV Big Spring, all Texas. Ann. Mar. 23.

Grand Rapids, Mich. — Furniture City Bcstg. Corp. 102.9 mc, 40.7 kw. P.O. address 399 Garfield Ave., Grand Rapids, Mich. Estimated construction cost $16,245, first year operating cost $15,000, revenue $20,000. Principals include **William Kuiper Sr.,** 50.3%, William E. Kuiper, 35.9%, and others. Messrs. Kuiper hold interest in WFUR Grand Rapids. Ann. Mar. 21.

Dayton, Ohio—WAVI Bcstg. Corp. 107.7 mc, 30.7 kw. P.O. address 1428 Cincinnati St., Dayton, Ohio. Estimated construction cost $80,165, first year operating cost $17,000, revenue $20,000. Principals include **Harry K. Crowl, George L. Flanagan Jr., Thomas Sutton,** all 17.24%, and others. Mr. Crowl is in air freight. Mr. Flanagan is in trucking. Mr. Sutton is employe of WPFB Middletown, Ohio. Ann. Mar. 24.

Seattle, Wash.—Fine Music Bcstrs. 103.7 mc, 34.675 kw. P.O. address 3325 Fillmore St., San Francisco, Calif. Estimated construction cost $9,200, first year operating cost $25,000, revenue $35,000. Principals are **Hal Cox,** 75%, and **Mervyn R. Bailey,** 25%. Mr. Cox is owner of KAFE-FM San Francisco and has interest in KJML-FM that city. Mr. Bailey is in printing. Ann. Mar. 24.

Existing Fm Stations

ACTIONS BY FCC

WIKY-FM Evansville, Ind.—Granted SCA to engage in functional music operation on multiplex basis. Ann. Mar. 17.

WTOL-FM Toledo, Ohio—Granted cp for class B fm station (104.7 mc) to change trans. site, trans., ant. system, ERP from 1.3 kw to 50 kw, and ant. height from 158 ft. to 620 ft. Ann. Mar. 17.

KLAY - FM Tacoma, Wash. — Granted change of operation from class A on 106.3 mc, ERP 930 w, ant. height 240 ft., to class B on 106.1 mc, ERP 3.4 kw, ant. height 255 ft., and change site, ant. system and trans.; remote control permitted. Ann. Mar. 17.

Ownership Changes

ACTIONS BY FCC

KENI-AM-TV Anchorage, Alaska; KFAR-AM-TV Fairbanks, Alaska; KTKN Ketchikan, Alaska — Granted assignment of licenses (including cp for KFAR) from **Mid-night Sun Bcstg. Co.** to **All-Alaska Bcstrs. Inc. (Alvin Bramstedt,** president); consideration $1,200,000. Ann. Mar. 17.

KDOG (FM) Anaheim, Calif. — Granted assignment of cp to **Hi-Fi Bcstrs. Inc. (Cliff Gill,** president, and **D. Russell,** vice president, have 52.25% interest in am station KEZY Anaheim); consideration $3,600. Ann. Mar. 17.

KUTI Yakima, Wash.—Granted (1) renewal of license and (2) assignment of license to **Yakima Valley Radio Inc. (H.G. Wells Jr.,** president); consideration $150,000. Ann. Mar. 17.

KPOW Powell, Wyo.—Granted assignment of license to **KPOW Inc. (M.J. Hedin,** president); consideration $70,000. Ann. Mar. 17.

APPLICATIONS

KVNA Flagstaff, Ariz.—Seeks transfer of control of **Frontier Tv Corp.** from **John L. Hogg,** 27½%, **George R. Cook,** 18.1%, and others, to **Albertson Bcstg. Corp.** for $70,000. Albertson is owned by **Roy L. Albertson Jr.,** 73%, **Roy L. Albertson Sr.,** 9%, and others. Messrs. Albertson have interest in WBNY-AM-FM Buffalo, N.Y. Ann. Mar. 25.

KDAC Fort Bragg, Calif.—Seeks involuntary assignment of license from **Edward A. Mertle** (deceased) to **Ardith M. Mertle,** executrix. No financial consideration involved. Ann. Mar. 23.

KWSD Mt. Shasta, Calif.—Seeks assignment of license of **Shasta Cascade Bcstg. Corp.** from **Arthur Adler** and **David Rees,** equal partners, to **David Rees,** sole owner, for $17,500. Ann. Mar. 22.

KSJO San Jose, Calif.—Seeks assignment of license from **Santa Clara Bcstg. Co.** to

Cal-Radio Inc. for $350,000. Principals are **Patrick H. Peabody,** former sole owner, 25%, **Riley R. Gibson,** 16%, **Howard J. Haman,** 10%, and others. Mr. Peabody retains controlling interest in KSJO-FM. Mr. Gibson holds interests in KXOA-AM-FM Sacramento, KXO El Centro, both California, and KAGO Klamath Falls, Ore. Mr. Haman is general manager of KXOA-AM-FM Sacramento. Ann. Mar. 22.

WDOL Athens, Ga.—Seeks assignment of license from **Southeastern Bcstg. System** to **University City Inc.,** a corporation. Sole owner **James S. Rivers** transfers 33⅓% of his stock to his wife, **Doris S. Rivers.** No financial consideration involved. Ann. Mar. 23.

WCBC Anderson, Ind.—Seeks assignment of license from **Civic Bcstg. Corp.** to **Radio WBOW Inc.** for $185,000. Principals include **Jerome William O'Connor,** 64.2%, **Thomas Lindsay Davis,** 13.4%, and others. Mr. O'Connor is 40% owner of WCVS Springfield, Ill., and KLEE Ottumwa, Iowa. Mr. Davis is manager of WAAF Chicago. Ann. Mar. 21.

WEZJ Williamsburg, Ky.—Seeks transfer of control of **Whitley County Bcstg. Inc.** from **H.T. Parrott, R.D. Ingram, J.W. Pickett,** and **J.H. Reynolds,** 25% each, to **L.A. Buck,** 75% and **J.H. Reynolds,** 25%, for $20,000. Mr. Buck is department store owner. Ann. Mar. 17.

KPRS Kansas City, Mo.—Seeks assignment of license from **Twin City Advertising Agency Inc.** to **KPRS Bcstg. Corp.** to separate broadcast activities from general advertising business. No financial consideration involved. No change in stockholders. Ann. Mar. 23.

WTNC-AM-FM Thomasville, N.C.—Seeks transfer of control of **Thomasville Bcstg. Co.** from **George W. Lyles Jr.** and **R.F. Van Landingham,** 20½% each, and **George W. Lyles Sr.,** deceased, 59% (Messrs. Lyles and Landingham are holding stock as co-executors of estate) to **Evelyn Lyles Van Landingham,** 51%, **Mamie P. Lyles,** 8%, and **Messrs. Lyles** and **Van Landingham,** 20½% each. Percentages are for stock presently issued. 202 shares of stock transferred to treasury-held stock to cover Thomasville Bcstg. disbursements of $43,000 for estate obligations. Mesdames Lyles and Landingham are in automobile sales. Ann. Mar. 17.

KTMC McAlester, Okla.—Seeks transfer of negative control of **McAlester Bcstg. Co.** from **Rita P. Cornish,** 22%, to **Robert W. Baggett,** for $8,459. Mr. Baggett is manager of KTMC. Ann. Mar. 17.

WUSN-TV Charleston, S.C.—Seeks assignment of license from **Southern Bcstg. Co.** to **Reeves Bcstg. & Development Corp.** by reason of merger into new corporation with positive control (66.3%) held by **Hazard E. Reeves.** No financial consideration involved. No change in stockholders. Ann. Mar. 24.

WZYX Cowan, Tenn.—Seeks transfer of control of **Guidon Bcstg. Co.** from **Charles R. Morris** and **George W. Claiborne,** equal partners, to Messrs. **Morris** and **Claiborne** and **James F. Spencer,** 33⅓% each, for $5,037. Mr. Spencer was formerly one-third owner of Cumberland Bcstg. Co., then licensee of WZYX. Ann. Mar. 23.

KSIJ Gladewater, Tex.—Seeks assignment of license from **Greed County Bcstg. Co.** to **Golden Triangle Enterprises** for $79,500. Principals are **Ellis E. Tidmore, Rayford G. Tidmore,** and **Delwin W. Morton,** 33⅓% each. Messrs. Tidmore are in home construction. Mr. Morton is in electronics. Ann. Mar. 17.

WHAP Hopewell, Va.—Seeks assignment of license from **WYSR Inc.** to **Eastern Bcstg. Corp.** for $65,000. Principals include **Roger A.** and **Louise H. Neuhoff,** 70%, and others. Mr. and Mrs. Neuhoff hold like interest in WCHV and WCCV-FM Charlottesville, and WILA Danville, both Virginia. Ann. Mar. 17.

WSNO Barre, Vt.—Seeks assignment of license from **WSNO** to **JKL Bcstg. Inc.,** change to corporation. No financial consideration involved. Ann. Mar. 17.

WPAR Parkersburg, W.Va.—Seeks assignment of license from **WSTV Inc.** to **WPAR Inc.** for $137,500. Purchaser is **Memorial Foundation,** a nonprofit corporation. Sale also includes WAAM-FM Parkersburg. Ann. Mar. 17.

WAAM-FM Parkersburg, W.Va.—Seeks assignment of license from **WSTV Inc.** to **WPAR Inc.** for $137,500. Purchaser is **Memorial Foundation,** a nonprofit corporation. Sale includes WPAR Parkersburg. Ann. Mar. 17.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting (1) application of Grabet Inc., Radio Enterprises for new am station to operate on 940 kc, 250 w, unl., DA, in Tucson, Ariz., and (2) petition by W.H. Hansen to dismiss without prejudice his application seeking same facilities. Ann. Mar. 17.

Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Tri-Cities Bcstg. Co. for new am station to operate on 920 kc, 500 w, D, DA, in Granite City, Ill., and denying applications of Madison County Bcstrs. and East Side Bcstg. Co. for same facilities. Ann. Mar. 21.

Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Satellite Center Radio Co. for new am station to operate on 1550 kc, 10 kw, D, in Arvada, Colo., with engineering conditions, and denying application of Denver Bcstg. Co. seeking same facilities in Denver. Ann. Mar. 21.

Hearing Examiner Millard F. French issued initial decision looking toward granting application of Muhlenburg Bcstg. Co. to change frequency of station WNES Central City, Ky., from 1600 kc to 1050 kc, continuing operation with 500 w, D. Ann. Mar. 23.

Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Hiawathaland Bcstg. Co. continuing operation on 1230 kc, 250 w-N, to increase daytime power of station WSOO Sault Ste. Marie, Mich., from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N. Ann. Mar. 23.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward (1) granting application of Bert Williamson and Lester W. Spillane for new am station to operate on 1290 kc, 500 w, D, in Santa Barbara, Calif., and (2) dismissing competing application of Goleta Bcstg. Assoc. for same facilities in Goleta, Calif. Ann. Mar. 23.

Hearing Examiner Isadore A. Honig issued initial decision looking toward granting applications of Tobacco Valley Bcstg. Co. for new am station to operate on 1480 kc, 500 w, DA, D, in Windsor, Conn., and Telecolor Corp. to increase daytime power of station WTXL West Springfield, Mass., from 250 w to 1 kw, and install DA for daytime use, continuing operation on 1490 kc, 250 w-N, engineering condition. Ann. Mar. 23.

OTHER ACTIONS

Commission has adopted an order revising sec. V-A of FCC form 301, "Application for authority to construct a new broadcast station or make changes in an existing broadcast station." Revisions, effective April 25, 1960, were made to secure in more detail, and on uniform basis, engineering showing of required interference study in support of such application for standard broadcast facility.

Applications for new standard broadcast stations, or major changes in facilities of existing stations, and amendments, which are tendered for filing after May 25, 1960, must contain required engineering showing. Applications which are listed on "cut-off" lists (pursuant to sec. 1.354 (c) of commission's rules) adopted by commission after April 25, and any timely filed applications involving engineering conflict therewith, must be amended by "cut-off" date specified for listed application. All other applications which are presently awaiting processing must be amended by Oct. 25, 1960.

Time consumed in processing of standard broadcast application is matter of continued concern to both commission and applicants involved. Commission study of matter indicates that processing time could be reduced substantially if engineering data submitted with applications were prepared on more uniform basis and in form which could better serve as basis for required study by commission's staff.

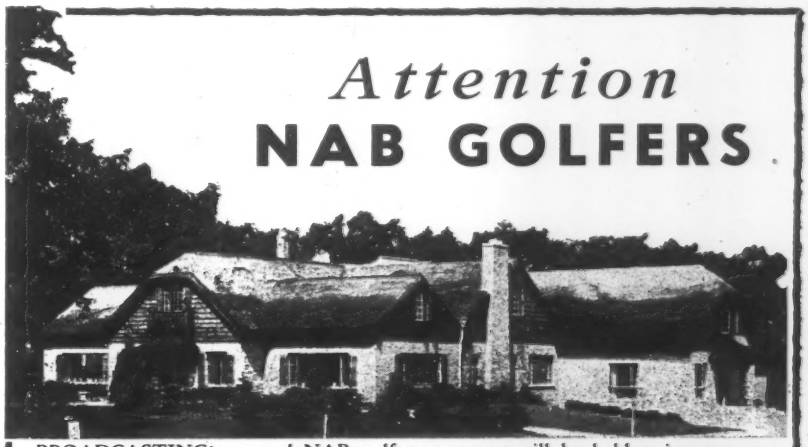
Engineering showing required by said revision of sec. V-A, FCC form 301, should expedite processing of standard broadcast applications and, therefore, be of advantage to all applicants. Ann. Mar. 17.

Commission addressed following letter to KWTX Bcstg. Co. (KWTX-AM-TV) Waco, Tex. Comr. Lee abstained from voting and Comr. Craven dissented.

"This is with reference to your letter of Jan. 26, 1960, addressed to the commission, and a copy of a letter you addressed to Mr. William H. Brigham of Waco, Tex., requesting a declaratory ruling on the request of Mr. Brigham for broadcast time under section 315 of the Communications Act of 1934, as amended.

"In your letter to the commission, you state in substance as follows:

"'KWTX Broadcasting Company has in its employ a Mr. Jack Woods. Mr. Woods is employed to broadcast weather news on KWTX-TV and KWTX Radio. This is his sole employment and he alone is responsible for the preparation and presentation of all weathercasts on KWTX-TV and all



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weathercasts on KWTX Radio with the exception of two broadcasts daily direct from the United States Weather Bureau. Teletype machines are installed at our station providing continuous weather reports from all United States weather reporting stations throughout the nation, affording the latest information for these reports.

" 'Mr. Woods broadcasts the weather news from approximately 10:18-10:24 p.m. nightly within our TX FINAL NEWS segment which runs from 10:00-10:30 p.m. seven nights per week. Mr. Woods also presents the weather news from approximately 12:20-12:25 p.m. each Monday through Friday as a segment in our television farm program. Mr. Woods also does a television weather newscast from 6:08-6:14 p.m., Monday through Friday. Mr. Woods also issues special weather news bulletins during emergency conditions. In addition, Mr. Woods does a three or four minute weathercast Monday through Friday at 6:15 p.m. and 10:30 p.m. on KWTX Radio, and also issues special weather warnings and weather news bulletins during emergency conditions. The above mentioned programs deal exclusively with weather news and do not in any manner give reference either directly or indirectly to political matters. Mr. Woods is now identified on these programs not by name, but as the TX Weatherman.

" 'Mr. William H. Brigham of Waco, Tex., has announced his candidacy for the Texas Legislature in opposition to Mr. Jack Woods who has also announced his candidacy for the Texas Legislature, Representative Place 1. Each of these men is a legally qualified candidate. Mr. Brigham has advised KWTX Broadcasting Company that each appearance by Mr. Jack Woods on either KWTX-TV or KWTX Radio in his regular job as weathercaster constitutes a use of these broadcast facilities, and he (Mr. Brigham) is demanding an equal amount of time on behalf of his political candidacy.

" 'I have advised Mr. Brigham that the aforedescribed weather newscasts are not political in nature, that under section 315 (a) of the Communications Act of 1934, as amended, the appearance by a legally qualified candidate on any bona fide newscast shall not be deemed to be use of a broadcasting station and that, therefore, in our opinion the appearance of Mr. Jack Woods in his regular job of reporting weather news on KWTX-TV and KWTX Radio does not constitute the use of our broadcast facilities from a political standpoint under the meaning of the equal time provisions of section 315 of the Communications Act of 1934, as amended.'

"In light of the above facts, and in view of the amendment to section 315 of the Communications Act (enacted by the Congress last year) which specifically exempts bona fide newscasts, it is our view that the equal time provisions of section 315 are not applicable and that, consequently, it is not required that the station 'shall afford equal opportunities to all other such candidates.' Our opinion in this case, as in all others, is, of course, limited strictly to the facts which have been brought to our attention." Ann. Mar. 17.

By memorandum opinion and order, commission dismissed petition by Woodward Bcstg. Co., applicant for new am station in Wyandotte, Mich. (850 kc, 5 kw, DA-2, unl.), for reconsideration of Sept. 2, 1959 grant of application of Storer Bcstg. Co. to increase daytime power of station WJW Cleveland, Ohio, from 5 kw to 10 kw, continuing operation on 850 kc, 5 kw-N, DA-2, and to change DA patterns. Ann. Mar. 17.

By order, commission stayed effective date of Feb. 1 initial decision which looked toward granting application of Fayetteville Bcstg. Inc., to change facilities of station KHOG Fayetteville, Ark., from 1450 kc, 250 w, unl., to 1440 kc, 1 kw, D, pending further review by commission. Ann. Mar. 17.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

Granted petition by KLIX Corp. (KLIX-TV), Twin Falls, Idaho, for extension of time to March 25 to reply to petition by Idaho Microwave Inc., for reconsideration and deletion of issue 2 in protest proceeding on its applications for new fixed microwave stations in Kimport Peak, Rock Creek, and Jerome, all Idaho. Action Mar. 18.

Granted petition by Tribune Publishing Co. for extension of time to file exceptions for period of two weeks from date commission takes action on new petition by Tribune to amend its application, soon to be filed, to reflect changes in applicant's ownership, in Portland, Ore., tv ch. 2 proceeding. Action Mar. 21.

By Chief Hearing Examiner James D. Cunningham

Scheduled oral argument for March 17, at 9 a.m., on petitions by Aircraft Owners and Pilots Assn., Air Transport Assn. of America, National Business Aircraft Assn. Inc., and Air Line Pilots Assn., International, for leave to intervene in proceeding on application of M&M Bcstg. Co. for mod. of cp of WLUK-TV Marinette, Wis. Action Mar. 15.

Scheduled hearing for May 16 in proceeding on applications of Independent Bcstg. Co. Inc., and High Fidelity Music Co., for new fm stations in Darien, Conn., and Port Jefferson, N.Y. Action Mar. 16.

Granted petition by Greater District Bcstg. Co. to dismiss without prejudice its application for new am station in Takoma Park, Md., which was in consolidated proceeding with am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Mar. 16.

Upon request by Federal Aviation Agency, scheduled oral argument for 9 a.m., March 21 on its petition for field hearing in proceeding on application of M&M Bcstg. Co. for mod. of cp of WLUK-TV Marinette, Wis. Action Mar. 17.

Granted petition by KPOI Bcstg. Inc., to dismiss proceeding on order to show cause why commission should not rescind assignment of call letters KPOI to its am station in Honolulu, Hawaii. Action Mar. 17.

Granted petition by Radio Assoc. Inc., to dismiss without prejudice its application for new am station in Potomac, Md., which was in consolidated proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Mar. 17.

Denied petitions by National Business Aircraft Assn. Inc., Aircraft Owners and Pilots Assn., Air Transport Assn. of America, and Air Line Pilots Assn., International, for intervention in proceeding on application of M&M Bcstg. Co. for mod. of cp of WLUK-TV Marinette, Wis. Action Mar. 18; denied petition by Federal Aviation Agency on behalf of itself and Depts. of Army and Navy to hold hearing in Green Bay, Wis., instead of Washington, D.C., in proceeding on M&M's application. Action Mar. 21.

By Hearing Examiner J.D. Bond

Granted petition by The Tomah-Mauston Bcstg. Inc. (WTMB), Tomah, Wis., for leave to amend its am application to abandon its request for 1220 kc operation and to improve its existing 1390 kc facilities and removed application, as amended, from hearing docket; retained in hearing status application of Bill S. Lahm, Wisconsin Rapids, Wis. Action Mar. 17.

Pursuant to agreements reached at March 18 hearing, continued to date to be fixed by subsequent order further hearing on applications of Irvenna Bcstg. Co., for new am station in Irvine, Ky., et al. Action Mar. 18.

By Hearing Examiner Basil P. Cooper

Granted joint motion by Supreme Bcstg. Inc. of Puerto Rico and Radio American West Indies Inc., for continuance of prehearing conference from March 21 to May 23 in proceeding on their applications for new tv stations to operate on ch. 8 in Christiansted, St. Croix, V.I. Action Mar. 16.

Granted petition by Broadcast Bureau and extended from March 18 to March 28 date for filing proposed findings and conclusions, and from April 1 to April 11 for reply findings in proceeding on am application of Tri State Bcstg. Co. (WONW), Defiance, Ohio. Action Mar. 21.

By Hearing Examiner Thomas H. Donahue

Granted motion by Peoples Bcstg. Corp., and extended from March 15 to March 30 date for filing additional engineering exhibits, and continued further hearing from March 29 to April 18 in proceeding on application of Inter-Cities Bcstg. Co. for new am station in Livonia, Mich. Action Mar. 16.

By Hearing Examiner Millard F. French

On own motion, scheduled further prehearing conference for April 8 in proceeding on applications of Suburban Bcstg. Inc., and Camden Bcstg. Co. for fm facilities in Mount Kisco, N.Y., and Newark, N.J. Action Mar. 17.

By Hearing Examiner H. Gifford Irion

Continued prehearing conference from March 31 to April 1 in proceeding on am

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applications of York County Bcstg. Co. (WRHI), Rock Hill, S.C., et al. Action Mar. 21.

By Hearing Examiner David I. Kraushaar

Granted petition by Creek County Bcstg. Co. for leave to amend its application for new am station in Sapulpa, Okla., in order to disclose his acquisition of majority control of Plains Bcstg. Inc. (KGYN), Guymon, Okla., and to reflect changes made in its financial statement. Action Mar. 16.

By Hearing Examiner Forest L. McClenning

Upon request by Newport Bcstg. Co., West Memphis, Ark., extended from March 15 to March 21 date for exchange of exhibits in proceeding on its am application, et al. Action Mar. 15.

Granted petition by Broadcast Bureau, and extended from March 16 to April 1 date for filing of proposed findings of fact and conclusions of law in proceeding on am application of Suburban Bcstg. Inc. (WVIP) Mount Kisco, N.Y. Action Mar. 18.

By Hearing Examiner Herbert Sharfman

Upon request by Wabash Valley Bcstg. Corp., extended from March 18 to March 28 time for filing initial proposed findings of fact and conclusions, and from March 28 to April 7 for replies in Terre Haute, Ind., tv ch. 10 proceeding. Action Mar. 16.

Pursuant to agreement at March 21 prehearing conference, continued hearing from April 21 to June 6, and scheduled further prehearing conference for May 23 in proceeding on application of WDUL Tv Corp., for mod. of cp of station WHYZ-TV Duluth, Minn. Action Mar. 21.

By Hearing Examiner Elizabeth C. Smith

Pursuant to agreement of counsel, and upon motion made at March 14 oral argument involving group 2 of proceeding on am applications of Florence Bcstg. Inc., et al., continued from March 15 to April 1, for exchange of engineering exhibits for group 2, and from April 1 to April 15 for further prehearing conference and dismissed as moot petition for postponement of final engineering exchange date by Western Ohio Bcstg. Co. Action Mar. 14.

Granted petition by Tenth District Bcstg. Co., McLean, Va., for leave to amend its am application to reduce maximum expected operating values, except in null regions, to same as theoretical values; application is in consolidated proceeding with am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Mar. 15.

Granted petition by Catonsville Bcstg. Co., for leave to amend its application for new am station in Catonsville, Md., to reduce height of ant. towers, etc.; application is in consolidated proceeding with am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Mar. 15.

Denied petition by Charles H. Chamberlain for leave to amend his application for new am station in Urbana, Ohio, to reduce power from 1 kw, nondirectional, to 500 w, directional operation; denied motion by Citizens Bcstg. Co., Lima, Ohio, insofar as it requests that Mr. Chamberlain be held in default, and granted insofar as it requests that engineering data exchanged by Mr. Chamberlain be stricken, without prejudice, however, to exchange by Mr. Chamberlain of his preliminary engineering data in conformity with his application on or before March 25, and exchange of his final engineering exhibits on date fixed for all applicants in proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Mar. 15.

On motion by Broadcast Bureau and consent of all applicants in proceeding on am applications of Radio Muscle Shoals Inc. (WOWL), Florence, Ala., et al., continued from March 22 to March 30 date for exchange of engineering exhibits, and non-engineering exhibits, if any, in final form. Action Mar. 21.

Upon agreement of parties, continued to date to be fixed hearing scheduled for March 22 involving group 2 of consolidated proceeding on am applications of James E. Walley, Oroville, Calif., et al. Action Mar. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of March 18

KTCN Berryville, Ark.—Granted involuntary assignment of license to **T. W. Rogers, Fred Ward** and **Mrs. E. Louise Lymbery**, executrix of the estate of **Mel Lymber**, deceased.

KQDY Minot, N.D.—Granted assignment of license to **D. Gene Williams, Delbert Berthoif, Jack W. Birchill** and **H. T. Searle.**

KBUY Amarillo, Tex.—Granted assignment of license to **David R. Worley** and **Gerald H. Sanders**, d/b as **Worley & Sanders Bcstrs.**

WJBM Tri-County Bcstg. Co., Jerseyville, Ill.—Granted assignment of cp to company of same name.

KVAR Mesa, Ariz.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, trans. location, install new trans., change type ant. and make equipment changes; ant. height 1,780 ft.

WEAW-FM Evanston, Ill.—Granted cp to change ERP to 192 kw, ant. height to 245 ft., install new trans. and ant., make changes in ant. system; remote control permitted; condition; authority is without prejudice to whatever further action commission deems appropriate in connection with pending application for renewal of license.

WIFE Dayton, Ohio—Granted cp to replace expired permit for new fm station, and to change type trans.

K7OBU Weed Heights, Nev. — Granted mod. of cp to change trans. apparatus of tv translator station.

KIHI(FM) Tulsa, Okla.—Granted mod. of cp to change type trans.

WFMG(FM) Gallatin, Tenn. — Granted mod. of cp to change frequency from class B on 107.3 mc to class B on 95.5 mc.

WABJ Adrian, Mich. — Remote control permitted.

Following stations were granted extensions of completion dates as shown: WFMW-FM Madisonville, Ky.; to June 15; KQRO Dallas, Tex., to July 1, and WPIT-FM Pittsburgh, Pa., to May 31.

Actions of March 17

KWWL-TV Waterloo, Iowa—Granted cp to change aur. ERP from 221 kw to 158 kw, and make minor equipment changes.

K78AH Joplin, Chester, Iverness, Rudyard, all Montana—Granted cp to change type trans. of tv trans. station, make changes in ant. system and remote control point.

WMCT Memphis, Tenn.—Granted cps to change type main and aux. trans.

WIIC Pittsburgh, Pa.—Granted mod. of cp which authorized aux. facilities at main trans. site to make changes in ant. system.

WTCX (FM) St. Petersburg, Fla.—Granted mod. of SCA to change sub-carrier frequency from 41 and 67 kc to 26 and 65 kc and make changes in equipment.

WETZ New Martinsville, W.Va.—Granted authority to sign-off at 6 p.m., for period April 1 through Sept. 30, except for special events when station may operate to licensed sign-off time.

Actions of March 16

KNFM(FM) Midland, Tex.—Granted assignment of cp to **Rudolph M. Rubin Jr., James R. Favors, William R. Mettler** and **Wallace R. Jackson.**

KMON Great Falls, Mont.—Granted mod. of license to operate main trans. by remote control conditions.

WKBM-TV Caguas, P.R.—Granted extension of completion date to May 15.

Actions of March 15

WXMT Merrill, Wis.—Granted mod. of cp to change ant.-trans. location to 1.1 mi. E. of Merrill City limits, studio location, type trans.-ant. system, and specify studio and remote control point.

KQAL-FM Omaha, Neb.—Granted mod. of cp to increase ERP to 69 kw; waived sec. 3.317(a) (1) of rules to permit use of trans. with power rating of 15 kw; condition.

KSTN-FM Stockton, Calif.—Granted mod. of cp to change type trans.; condition.

Following stations were granted extensions of completion dates as shown: WPBC-FM Minneapolis, Minn., to July 13; KSFV San Fernando, Calif., to Aug. 6; WGHJ Lawrence, Mass., to June 3; WIBC-FM Indianapolis, Ind., to June 11; and KUTE Glendale, Calif., to April 15.

Actions of March 14

WHLB Virginia, Minn.—Granted acquisition of positive control by **Frank P. Befera** through purchase of stock from **Harold J.** and **Selma M. Parise.**

WMFG Hibbing, Minn.—Granted acquisition of positive control by **Frank P. Befera** through purchase of stock from **Harold J.** and **Selma M. Parise.**

WSPN Saratoga Springs, N.Y.—Granted authority to remain silent for period March 1 to June 15; conditions.

WMAX Grand Rapids, Mich.—Granted authority to sign off at 8 p.m., during June and July, and to sign off Saturdays and Sundays at 7 p.m., for period April 1 through August 31.

WLOB Portland, Me.—Granted cp to install new trans. at present trans. site for aux. purposes only; remote control permitted.

WBNS Columbus, Ohio—Granted cp to install new trans. and to install old main trans. at present trans. site for aux. use only.

KWRW Guthrie, Okla.—Granted mod. of license to change studio location and remote control point.

KSXX Salt Lake City, Utah—Granted mod. of cp to change studio location, ant.-trans. location, type trans. and make changes in ant. system.

Following stations were granted extensions of completion dates as shown: WELM Elmira, N.Y., to May 15; WMOX Meridian, Miss., to June 30; WWCH Clarion, Pa., to May 1.

Actions of March 10

KSTL-FM St. Louis, Mo.—Remote control permitted.

WIVY Jacksonville, Fla.—Remote control permitted.

KLMO Longmont, Col.—Remote control permitted.

WING Dayton, Ohio—Granted change of remote control authority for main and alternate main trans.

Action of March 4

WPRO-AM-FM Providence, R.I.—Granted mod. of licenses to change name to **Capital Cities Bcstg. Corp.**

Action of Feb. 26

WAEL Mayaguez, P.R.—Granted mod. of cp to move ant.-trans. location 600 ft. south of present location.

PETITIONS FOR RULEMAKING

WHP-TV Harrisburg, Pa. — Requests allocation of ch. 21 to Harrisburg, Pa., and mod. of WHP-TV's license so as to specify operation on ch. 21 in Harrisburg.

Joseph Brenner, Beverly Hills, Calif.— Petition for amendment of sec. 3.658 of commission's rules and regulations relating to operating requirements of tv broadcast stations with reference to network affiliation denied by memorandum opinion and order adopted March 9, 1960 and released March 14, 1960.

Continued on page 155

America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by our 37 years of reputable brokerage.

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager for Florida medium metropolitan market. Station owned by established out-of-state broadcasting company. Replies confidential. Box 816S, BROADCASTING.

Radio sales manager. Real opportunity for experienced salesman capable of managing number one property. Must have proven sales record. $10,000 plus liberal incentive. Box 818S, BROADCASTING.

California medium market regional radio station No. 1 in market needs manager. Must be capable of running tight ten person staff—strong on sales and organization. Send resume and references to Box 855S. BROADCASTING.

Wanted. Manager-salesman for new 5 kw daytimer opening up in Pine Bluff, Arkansas. Must have proven sales ability. Also need salesman for 1 kw daytimer in Meridian, Miss. Send references, photo, previous experience, and salary expectations to: Phillip Brady, Box 604, McComb, Mississippi.

Sales

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesman. Top station **Washington, D.C. market. Box 867P, BROADCASTING.**

You do very well financially in radio sales and have been selling fulltime for at least 3 years. You want to move to Florida and really live 12 months out of the year. This is your chance. Your potential in this south Florida coastal metropolitan market is excellent with opportunity to advance to sales manager or general manager of one of the 3 stations in the chain. Give references and tell all in the first letter. Box 283S, BROADCASTING.

$100-$150 guarantee Delaware good music station. Need sales idea man with at least three years experience. 60th market. Box 681S, BROADCASTING.

Excellent sales and possible management opportunity in single market west Texas town of 10,000. Emphasis on sales and copy, some announcing is preferred. Start as commercial manager of station. Good salary. Box 738S, BROADCASTING.

Number one adult, 5,000 watt, CBS station has opening for experienced, aggressive salesman in Montana metropolitan market. Monthly guarantee against 20 per cent commission. Good future for a good producer. Send resume and full details. Box 743S, BROADCASTING.

Experienced salesman to manage regional sales. Pulse rated number one network affiliate metro pop. 125,000. $150 weekly draw against commission. Box 819S, BROADCASTING.

Local salesman for selectively programmed fm station greater New York area. Challenging opportunity. Guarantee and commission for right man. Resume, photo. Box 832S, BROADCASTING.

California radio-tv multiple station operation now expanding hours, sales efforts, and fm—needs salesmen for both radio and tv with proven sales record—also local tv sales manager—we need radio announcers with first class tickets—also woman for bookkeeping department—and a top flight all-around executive secretary. Give complete resume, experience and references first letter. Announcers submit tape made at 7½ rpm. Ideal working conditions. Fringe benefits. Most beautiful section of California. Reply in detail to Department B, KSBW-AM and TV, P.O. Box 1651, Salinas, California.

Help Wanted—(Cont'd)

Sales

Salesman . . . commission with guarantee in single station market. Ed Hundley, KNCY, Nebraska City, Nebraska.

Wanted: Personality dj who wants to move into sales immediately. For fast paced 5000 watter. Many fringe benefits. Salary open for right man. Jim Duncan, WGGH, Marion, Illinois.

Due to the death of a member of our staff, we have a permanent opening for a top-flight radio time salesman. Phone or write WKAT, Miami Beach, Florida.

Time salesman for top-rated dominant station in solid midwest market. Excellent earning potential for man who loves to sell, and who can produce. Permanent position, with fringe benefits and incentives. Send complete resume to: Gordon Sherman, WMAY, Springfield, Illinois.

5 kw good music station serving greater Pittsburgh area accepting applications for experienced salesmen. Send complete information to Charles E. Denny, WMCK, McKeesport, Pennsylvania. Draw against 15% commission.

Leading station has opening in sales department for young man of proven ability to handle important list of active local accounts. Incentive arrangement assures good earnings opportunity. WSAV, Savannah, Georgia.

$8,000 to $10,000 yearly. That's what our top salesmen make with a liberal guarantee against 15%. We're a young, rapidly expanding group of 4 top-rated stations in Birmingham, Shreveport, Jackson, Little Rock—looking for aggressive salesmen with executive ability who aspire to management. If you're 25-40—married—have 2 years experience—send complete resume, references, photo, first letter. McLendon Broadcasting Company, Suite 509 Lamar Building, Jackson, Mississippi.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

South Florida. Metro market. Need fast paced, lively swinging dj. Rush tape, resume. Box 284S, BROADCASTING.

Northern Ohio medium market needs experienced dj with good sense of production who wants to learn modern radio under expert guidance. Man we want is in mid-twenties, mature and willing to follow directions. Send resume and tape to Box 753S, BROADCASTING.

Top flight, mature, combo newsman-deejay wanted for top station in east coast Florida market. Good pay, good job for go-getter who wants to settle down and work. No "artists," drunks, or floaters, please. Box 754S, BROADCASTING.

Top-notch radio station in northwestern Ohio looking for capable news man, willing to work hard, and be well paid for the job. Must have good news voice and be good reporter. Send tape, resume. Box 821S, BROADCASTING.

Florida independent making opening for morning announcer-dj. Send complete resume with picture and tape. Sales opportunity too if desired. Must have applications by April 10th. Box 825S, BROADCASTING.

Michigan 5 kw station wants morning man, 1st class engineer and sports announcer. Box 833S, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Pittsburgh area modern music station auditioning fast-paced, lively announcers. Rush tape and resume. Box 834S, BROADCASTING.

Reporter-salesman-announcer. You will start as morning man-salesman, then gradually build and take full charge of a strong local news department. Want mature man experienced in news gathering, sales, announcing in that order. Guarantee minimum $500 monthly. We're a network station in a delightful, fast-growing, home-town community on Florida's southeast coast. Box 836S, BROADCASTING.

Radio is better than ever and we're a good radio station. We're looking for a mature, experienced radio announcer who wants to grow with a solid, stable organization. All the benefits of course, but mostly good radio. If you're interested in immediate staff opening, if you're mature and experienced, and if you're not a disc jockey, send tape, resume and salary expected to Box 851S, BROADCASTING.

Wanted: Morning newsman, single. Strong on local news. Tape must include local and rewritten newswire copy, accompanied by script, picture, background first letter. Two years minimum experience. No phone calls. KFBI News, Box 1402, Wichita, Kansas.

April 1—Permanent job for mature announcer who knows and respects radio. Ideal living. Ticket desirable but not required. 48 hour week. Salary adjustable to experience and ability. Call or write Jerry Fitch, KGLN, Glenwood Springs, Colorado, telephone WH 5-6501.

KTKT, Tucson, Arizona, wants man for combination news, interviews, sportscaster. Tapes returned.

Immediate opening for announcer with first phone ticket. Top 1000 watt network fulltime Arizona station. Send tape, resume and minimum salary requirements. Chuck Mizner, KVNC, Winslow, Arizona.

Wanted: Announcer with first class ticket, maintenance not necessary. WAMD, Aberdeen, Md.

Announcer with first class ticket for night shift 6 p.m. to 12 midnight. Starting salary $100 weekly. WANS Radio, Anderson, S.C. Must be experienced.

Announcer-engineer, with first ticket. Located approximately 60 miles from New York. Contact General Manager, WBNR, Beacon, New York.

Newsman—experienced. We want a steady mature, permanent man. Excellent opportunity with number one station. Send tape, resume and minimum salary or call Ken Spengler, WCVS, 3001 South 4th Street, Springfield, Illinois.

Experienced, mature disc jockey with good sense of showmanship and tight production. Long established adult appeal station in live market. Salary minimum after first year $6,240.00. Send tape, photo and details to WFDF, Flint, Michigan.

WHYE in Roanoke, Virginia has opening for ambitious, modern radio-man, capable of a top dj show. Number 1 with swinging but not screaming format. Excellent advancement opportunities. Rush tape, photo, and expected salary to Bill Victor, Prog. Dir., WHYE.

Announcer-Copywriter. Resume, tape, sample copy to WKLZ, Kalamazoo, Michigan.

Announcer. Immediately. Must run own board. WVOS, Liberty, N. Y.

Help Wanted—(Cont'd)

Announcers

Announcer wanted—Top announcer needed for morning show. We are looking for an alive young man who is used to doing a good job in the midst of all the commercials. If you're working at an operation that isn't going anywhere, please send resume. Include present salary and work schedule and off the air tape if possible. We offer nice people to work with, good working conditions, paid holidays, vacations, life insurance, good salary. You're forty miles from the big city. WLNA, Peekskill, N.Y.

Better music station, WNOG, Naples, Florida needs quality, mature announcer. Willing to pay for right man. Duties pure announcing-dj. No sales, combo, news, record library—have staff members for each. No floaters; permanent position filling vacancy well-rounded quality staff. Opening effective April 1. Send tape, photo, resume; include salary demands.

Sharp dj wanted by tight production, modern format independent. We have new facilities, good market, part of chain. Rush tape, resume or call WSPT, Stevens Point, Wisc.

Announcer-newsman — Immediate opening for experienced man equally qualified in gathering and writing as well as delivery of news. Submit tape and resume WSAV, Savannah, Georgia.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Technical

Second engineer with 1st ticket for university radio and tv station in Ohio. Send all details and photo when applying. Start July 1st. Box 539S, BROADCASTING.

Experienced engineer—East coast (southeast) station. 5 kw daytimer remote control. 15 to 20 hours announcing; will train. Good salary. Box 686S, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Enterprising independent station in Virginia needs chief engineer-announcer. First class ticket essential, announcing secondary. Easy hours, good pay to qualified applicant. Reply Box 711S, BROADCASTING.

Transmitter engineer for east coast 5 kw group station. No announcing. Career advancement for candidate with promise. Rush resume and snap. Box 757S, BROADCASTING.

Wanted—First class engineer by 250-watt station in upper New York state. Salary one hundred dollars plus per week. Send resume to Box 773S, BROADCASTING.

Production-Programming, Others

Program director to work on the fabulous Gold Coast of south Florida. Must have ability to write and produce above average commercials and must have good voice. Salary open. Contact Box 690S, BROADCASTING.

News director. Must be willing to work and accept responsibility. Fully equipped radio and tv department multiple ownership. Network affiliate. Work with ambitious, experienced news personnel. Send photo and resume. Box 817S, BROADCASTING.

Wanted—Top newswriter-airman. Mature news judgement, solid authoritative delivery for network station in major eastern market. Over night news editor-broadcaster. Good start, better potential for right experienced man. Send bio and news audition tape soonest. Box 856S, BROADCASTING.

RADIO

Situations Wanted—Management

Personal contact: Consult in confidence; discuss intelligent facts; examine first hand my past record, capabilities and character; check top quality references,—all at N.A.B. Convention. A twelve year executive now employed VP-General and sales manager 400,000 market station; personal reason for seeking greater opportunity; will appreciate and hold strictly confidential your invitation for Chicago meeting. Send to this box number. I'll contact you at convention. Box 729S, BROADCASTING.

Sales manager—seeking opportunity as general manager—experienced all phases. Box 758S, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Sales manager for metropolitan market station. Heavy on local, retail, regional. 15 years outstanding radio time sales record as salesman and sales manager. Excellent references. Box 313S, BROADCASTING.

Will manage and increase value of small station in Dallas-Kansas City area. Proven record. First phone. Salary or percentage. Write Box 806S, BROADCASTING.

Selling manager who can appreciably increase your profits. Eighteen years experience, all departments except engineering. Family man pushing forty with A.B. degree. Currently station sales director in one of first fifteen markets. Can document half-million in personal sales during last five years. Ten years background in administration and programming—all phases. Southern or immediately adjacent southwestern area preferred in population range of 40,000 to million-plus. Box 807S, BROADCASTING.

Worked up through the ranks. Five years ago established and still successfully managing absentee owned southern-midwestern small station, single market. Wanting better job . . . most any kind in same general area. Box 826S, BROADCASTING.

Manager for California station. Strong in sales. 20 years competitive western metropolitan markets. Available immediately. Phone NEptune 8-5992. San Leandro, California.

Sales

Sales manager—for radio or tv station. At 4th station in market, started with zero billing, in 2 years passed $100,000. Currently top man in market for east coast station. Will relocate. Available within 90 days. Write Box 840S, BROADCASTING.

Attention southern station managers! Young, aggressive salesman. Three years experience, never less than $3,000 a month billing. Is ready for bigger and better things. Box 849S, BROADCASTING.

Announcers

Sports announcer play-by-play all sports. Plenty of experience. Box 636S, BROADCASTING.

Two announcers—one, tight formula or country. Other is inexperienced, skillfully—trained rock and roll dj. Salary secondary. Tapes. Box 712S, BROADCASTING.

Adept in all phases of staff work, strong sell, authoratative news, ad lib dj show—can do good sports play-by-play. Consider job with future. Box 781S, BROADCASTING.

Experienced dj and newsman. 23-single; with car. Tape and resume on request. Box 783S, BROADCASTING.

College graduate, 25, single, with mature resonant voice desires trainee position in announcing-newscasting or fm radio. Will relocate anywhere for opportunity. Box 791S, BROADCASTNG.

27, married, dependable, 2 years experience, can operate own board. Graduate of radio school, and have college B.A. degree. Would desire adult music station. Have low, resonant voice. Strong on news and commercials. Box 793S, BROADCASTING.

Experienced staff announcer. Mature . . . all operational phases. Immediate. Write, wire Box 794S, BROADCASTING.

Negro personality. Age 25. 7 years experience. High ratings for adult type no gimmick show in major market. Wishes to relocate permanently. Can build and keep audience and sponsors. Personal interview or tape. Box 802S, BROADCASTING.

Texas—Dependable young man with 2 years experience. Married. Available April 25th. Box 803S, BROADCASTING.

Is inexperience incurable? Help me, rush urgently needed remedy. Trained, college, vet. Box 808S, BROADCASTING.

WLS
CHICAGO

Needs one disc jockey, one staff announcer and one newsman.

Please send air check, photographs and resumes to:

Ralph Beaudin
General Manager
WLS
Chicago, Illinois

Situations Wanted—(Cont'd)

Announcers

Desire year-round sports schedule. Fully experienced in play-by-play and staff announcing. Family man, 28, 3 years college, 2 years radio-tv school, 3 years radio experience. Employed as sports director. Interested in radio-tv combination. Box 809S, BROADCASTING.

Young but adult announcer with proven ability, imagination, real knowledge of music. Enthusiastic but not frantic. For tape, photo, write Box 810S, BROADCASTING.

Same song . . . second verse. Qualified announcer, 8 years experience, sales, pd, sports. Prefer "Wabash to Missouri" or Florida. Have car . . . Can travel. Box 812S, BROADCASTING.

Negro announcer, 3 years. Desires to relocate. R&B, gospel, sales. Box 814S, BROADCASTING.

Worked all size markets, now network radio and tv sports, special events, news. Family man wants to settle permanently. Box 815S, BROADCASTING.

Can you top this? Now working 48 hours for $130. Interested in shortening hours. Number one morning man. Happy adult wake-up show. Box 820S, BROADCASTING.

Pro broadcasting school graduate desires initial play-by-play opportunity, starting with the coming baseball season. Prefer midwest. Box 824S, BROADCASTING.

Morning man/acccunt executive, presently employed, looking for situation where he can apply both talents. Experience includes program director/promotion director in major market. Only one bad habit; "I like to make money." Box 827S, BROADCASTING.

Announcer, disc jockey. Pleasing personality. Write copy, news, sales Box, 830S, BROADCASTING.

New York vicinity, experienced announcer, sales, continuity, newswriting, first phone. Box 839S, BROADCASTING.

Experienced announcer with first phone. Prefer Ohio, Kentucky or Indiana, but will seriously consider other good offers. Box 842S, BROADCASTING.

Experienced country music dj. Professional singer and guitarist. Box 844S, BROADCASTING.

Ow, aching—to announce. University grad, 23, professional work any phase. Sportsminded. Box 847S, BROADCASTING.

Young, married announcer. 6 years varied experience including news, good music, and top 40. Box 850S, BROADCASTING.

Single, mature, desires position anywhere on east coast as staff announcer or combo work. Experienced. Will follow your format. Call collect TAlbet 2-0716 or write 630 E. Dover Street, Easton, Maryland.

Presently employed KDTH. News is specialty. Telephone audience participation show daily plus music. Capable, hard-working, flexible. Prefer midwest. Nick Alexander, 1725 Clarke, Dubuque, Iowa.

Get high (high ratings, that is). See "Champagne" under Situations Wanted, Programming.

Experienced announcer. All phases, strong on country and gospel, family man. Contact Bob Henderson, 1116 W. Oldham Ave., Knoxville, Tenn, or phone 4-0262.

Announcing sophomore at Kansas University, looking for southern Florida station to get experience; summer only; night owl fine: Write Tom McNally, 1515 Engel, Lawrence, Kansas.

First phone announcer, six years experience. Much news, some sales experience; will graduate from Colorado University with business degree June 2nd, married, stable, ambitious. Tape, pix, resume on request. Call or write Jerre Miles, 1027 Pennsylvania, Boulder, Colorado; HI 2-8640. Prefer S.W., California, Florida. $125 minimum.

Announcer experienced, no top forty please. Jack J. Quirk, 1006 Allen Ave., Murfreesboro, Tenn. TW 3-0335.

Situations Wanted—(Cont'd)

Technical

Due to recent re-organization, we are forced to release combo-man. He served as our chief engineer and program director. Single, reliable. Familiar with all phases small station operation. We want to find him a good home. Box 800S, BROADCASTING.

Engineer, eight years am, five fm. Desires change. Six years at one station. Box 831S, BROADCASTING.

Chief engineer fully qualified all phases, high or low power, 16 years technical experience plus 2 years equipment sales experience. Box 852S, BROADCASTING.

Chief nine years radio, one tv. Joe McClain, WASK, Lafayette, Indiana.

Production-Programming, Others

Program and promotion manager with an enviable record of creating saleable programming, backing it with effective promotion and selling ammunition that fattens the "plus" columns of P & L sheets. Now need to exploit this provable knowledge and experience on behalf of either a truly major broadcasting operation or a group of stations. References from among the best known names in the industry. Box 701S, BROADCASTING.

Need rebuilding program manager in good market? Young assistant in major operation ready. Five figures. Box 782S, BROADCASTING.

Champagne ratings on beer expenditure. Highly successful radio pros, who love tough markets, will custom-program limited number of additional stations by mail. Success costs less than a good typist. Box 795S, BROADCASTING.

Professor of speech, English, and social sciences, currently in large eastern state university, no "yes" man, wants lucrative and creative position in programming. Three years recent radio experience producing and announcing in metropolitan market. For references, resume, and tape, write Box 604S, BROADCASTING.

Summer position in New England desired by young college man with 4 year's experience in all phases of radio, including assistant to manager and announcing. Presently living in Boston. Excellent recommendations by top men in the field. Box 804S, BROADCASTING.

Midwest! Radio newsman wants job. Two years experience. Missouri graduate. Currently employed. Box 811S, BROADCASTING.

Pro with drive. Showman, newsman, top ratings, former music director looking for pd slot. Versatile, knowledge all formats. For a projected station image write Box 838S, BROADCASTING.

Program director presently employed desires future. Strong production spots. Format, local network experience. Prefer southeast, consider anything. Details Box 846S, BROADCASTING.

TELEVISION

Help Wanted—Sales

Salesman for major Ohio vhf market. Excellent sales climate. Good account and prospect list, salary and commission, profit sharing. Send complete job history including billing data. Only men with complete market experience and desiring more than $10,000 annually, please. Box 845S, BROADCASTING.

California medium market network tv station needs local sales manager and local salesmen who can produce. Send resume and references to Box 854S, BROADCASTING.

New uhf station with no vhf competition, ABC primary affiliate, quarter million population, has opening for experienced aggressive salesman. Excellent commission and unlimited future. Holton, KNBS-TV Walla Walla, Washington.

Help Wanted—(Cont'd)

Sales

California radio-tv multiple station operation now expanding hours, sales efforts, and fm—needs salesmen for both radio and tv with proven sales record—also local tv sales manager—we need radio announcers with first class tickets—also woman for bookkeeping department—and a top flight all-around executive secretary. Give complete resume, experience and references first letter. Announcers submit tape made at 7½ rpm. Ideal working conditions. Fringe benefits. Most beautiful section of California. Reply in detail to Department B, KSBW-AM and TV, P.O. Box 1651, Salinas, California.

Announcers

Live wire dj ready for program director. Interested in bright, fast radio and tv combination. Box 725S, BROADCASTING.

Television news personality. Large, midwestern television station seeks top-notch news personality. Must have thorough knowledge of on-the-air, writing, and interview techniques. Box 835S, BROADCASTING.

Sportscaster or announcer for WSBT-TV, top rated station in growing market. Attractive talent schedules supplement base pay. Excellent insurance, hospitalization and pension plans. Good knowledge of major sports, play-by-play and sports show experience or varied staff background required. Send resume, sample tape to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Technical

New full powered upper midwest vhf, has openings for experienced transmitter engineers. Latest RCA equipment. Send resume and photo to Box 704S, BROADCASTING.

Florida living has many advantages. Experienced studio maintenance engineer for network affiliate. Opportunity for right man. Send resume of experience, salary expected, references and snapshot first letter. Box 780S, BROADCASTING.

Midwest station has opening for good technician with 1st phone. Send complete qualifications, references, photographs and salary required. Box 788S, BROADCASTING.

Wanted, first class licensed enineer tv studio—transmitter. Experience in all phases tv required. Immediate opening KHOL-TV, Holdrege, Nebraska. Phone W.M. Greely, WYman 5-5952.

Engineers with studio and camera experience. First phone. Benefits: insurance, vacation, 5 day week. State experience, salary first letter. KNME-TV, 1801, Roma, N.E., Albuquerque, N.M.

WTOC-TV, Savannah, Georgia, needs first class engineer or qualified experienced technician. Reply by letter giving complete qualifications, references, photograph and salary requirement to chief engineer.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

News director wanted. Man to take full charge of 3-man department; need not have air experience. Must have news writing ability. Must be responsible, mature-thinking person who knows and loves news almost as much as he loves his family. Willing to work. Send resume, photo, and salary expected. Box 801S, BROADCASTING.

TELEVISION

Situations Wanted—Management

General manager-television, successful sales manager medium market ready to prove ability to fill your opening for general manager. Ten years sales background, five in television, college graduate, family man. Box 829S, BROADCASTING.

General manager. 30 years all phases. 5 years tv station management. Proven record. Can arrange interview at convention. Box 841S, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Experienced salesman—Complete background radio-tv. Seeking tv sales position offering permanency. Will handle special events "On Camera" or radio. Presently employed—Twelve years broadcasting experience. Box 796S, BROADCASTING.

Young man interested in sales. Ten years major market experience. Film, production, sales, all part of my background. Very conscientious, excellent references. Box 823S, BROADCASTING.

Technical

Studio engineer 4 years experience. Seeking permanent position or summer replacement. Any location. Available April 1. Box 635S, BROADCASTING.

12 years experience am-fm-tv studio, transmitter, planning, construction, maintenance, operations, 4 years chief, 4 years supervisory. Available immediately. Box 767S, BROADCASTING.

Competent studio operations interns completing comprehensive technical and production training seeking employment. Contact Intern Supervisor, WTHS-TV, Miami.

Have ticket—Would like to learn tv control. 13 months am transmitter. No car. Prefer south coast. Fred Gruller, 1528 Tulane St., Houston 8, Texas.

Production-Programming, Others

Help! Ambitious director wants more opportunity. 3½ years in commercial tv, college graduate, married. Box 645S, BROADCASTING.

Producer/director: 6 years experience in tv. 5 years in top southern New England market. Conscientious, hard working, ambitious, dependable. A complete background all phases tv. A thorough commercial director and experienced with videotape. Married, age 37, S.R.T. graduate. Resume sent on request. Box 784S, BROADCASTING.

A rare combination of across the board experience. First, 10 years as a radio performer. . . . Then into television as a director, program director and producer of both local and network programs. Add a year of the same in an advertising agency plus 7 years of successful sales work for 2 national television companies. Imaginative selling and creative programming either way it's a rare combination ready to go to work for you. Box 785S, BROADCASTING.

Aggressive television-radio newsman, 3 years experience midwest-east, B.S. degree, appealing delivery, still-motion photography, married. Box 853S, BROADCASTNG.

FOR SALE

Equipment

Western Electric dual channel console, 4 pre-amps, 2 pgm amps, good condition. $350.00. Box 837S, BROADCASTING.

Gates RDC-10 remote control unit complete. Used 1 year same as new. Gates RF amplifier-740 kc. F.O.B. WFRB, Frotsburg, Maryland.

Two 8 hour tape players, 3 years old (Magnecorders) excellent condition. Rack mounted. Best offer takes both. Cost new $1650. WGRC, Green Cove Springs, Florida.

Complete fm educational equipment consisting Gates 10 watt transmitter, antenna, transmission line, instruction manuals. Price reasonable. WGTS-FM, Washington 12, D.C. Telephone JU 9-1836. Ext. 130.

Why buy a used transmitter? Build your own 1000/250 watt transmitter. See Bauer ad, page 121, March 28 issue of Broadcasting.

G-24, 200 ft., Stainless tower, dismantled, cleaned and painted. Priced for quick sale. Fidelity Sound, P.O. Box 5455, Jacksonville, Florida.

Video monitors. Closed circuit and broadcast. See Foto-Video Laboratories ad today on Page 115.

FOR SALE

Equipment—(Cont'd)

Tv video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24". Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

Lab test and terminal equipment, any type. Get it used, save. Electrofind, 550 Fifth Avenue, NYC.

5 kw transmitter Gates BC-5A complete with tubes and crystal in good operating condition. Currently on air at KYOK, Houston, Texas. Price $5900. Terms can be arranged. Available for immediate shipment. Stanley Ray, 505 Baronne St., New Orleans 12, La.

Microwave transmission line—Andrew 1⅝" rigid 51.5 ohm, teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO. 6-0766—Night and emergency phone SO. 1-1361. Write or call collect.

Receiving and transmitting tubes for all types of communication systems. Complete stock. Immediate delivery. Write for free comprehensive catalog—a most useful reference source and pricing guide. Discounts to end users. United National Labs., Inc., 840 B Main Street, Paterson, N.J.

WANTED TO BUY

Stations

Station or cp wanted east or south, 100,000 to 500,000 market population. Financially responsible. Expert operator has exceptionally lucrative offer for right station. Confidential. Box 577S, BROADCASTING.

Trade my $15,000 equity in two lovely new apartment buildings in Santa Ana, California (near L.A.) as down payment on radio station in western U.S. Approximately fifteen years background looking for ownership. Reply 789S, BROADCASTING.

Will buy all or part ownership (active) of small to medium eastern radio station. Box 790S, BROADCASTING.

Broadcaster wants to buy radio station. Pay up to $25,000 down. Box 828S, BROADCASTING.

Equipment

Wanted, used fm frequency monitor regardless of condition. Also fm antenna. Box 641S, BROADCASTING.

10 to 15 kw uhf transmitter, antenna, frequency monitor, master monitor and switcher slide and film equipment, multiplexer and film camera. Box 732S, BROADCASTING.

1-kilowatt fm transmitter, late model; 1 Hewlett-Packard frequency modulation monitor; 550 feet of either 1⅝ or 3½ inch transmission line. Please describe and include price first letter. WKAY, Glasgow, Kentucky.

PT6 series Magnecord amplifier and tape puller. Must be excellent. LaVern Garton, WMNE, Menomonie, Wisconsin.

Modulation monitor. Call Gil Carney, Punxsutawney, Pa. 1221, collect.

Any test, terminal, STL or monitor equipment. What have you? Electrofind, 550 Fifth Avenue, New York City.

Need six-bay high-band television antenna, RCA type TF-6A1 or equivalent. Write, stating age condition and price. Hammett & Edison, Consulting Radio Engineers, P.O. Box 68, International Airport, San Francisco 28, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting May 4, June 29, August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Come and get it! Your FCC license, that is. Six weeks intensive training qualifies you to pass examination. The Pathfinder Method. 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Supermarkets are beautiful. We've got the method, you've got the station, let's get together and produce revenue for you. Janice Hall's "Food Features" is repleted with fifty-two week hookers and merchandising aids. It's geared to bring you revenue from your top untapped local super. The series kicks off in mid-spring and may still be available in your market. You're under no obligation when you write or call for the full story. Contact Don Lasser or Janice at WICH, Norwich, Connecticut.

RADIO

Help Wanted—Sales

CALIFORNIA RADIO-TV

Multiple station operation now expanding hours, sales efforts, and FM—needs salesmen for both radio and tv with proven sales record—also local TV sales manager—we need radio announcers with first class tickets—also woman for bookkeeping department—and a top flight all-around executive secretary. Give complete resume, experience and references first letter. Announcers submit tape made at 7½ RPM. Ideal working conditions. Fringe benefits. Most beautiful section of California. Reply in detail to Department B. KSBW-AM and TV, P.O. Box 1651, SALINAS, CALIFORNIA.

ANNOUNCERS

LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?
ADVANCED PROFESSIONAL coaching with NEW YORK BROADCASTERS. Our tapes are job getters. Ask to hear sample.
"Let us analyze present tape. NO CHARGE."
*** Call . . . MR. KEITH . . . SU 7-6938.
NEW YORK SCHOOL OF ANNOUNCING & SPEECH
160 West 73rd Street ***BY APPT. ONLY
New York 23, N.Y. SU 7-6938

Help Wanted—(Cont'd)

Announcers

WANTED

By Top Station in Major Market

One news personality — friendly, authoritative. One DJ personality — alert, friendly. Full promotion — top pay.

Send tape and resume.

Box 797S, BROADCASTING

***HAWAII* CALLS**

Immediate openings for: Top morning man; top-flight disc jockeys. Must be thoroughly experienced, fastpaced formula men. Air Mail tape, complete resume and recent photo to: Program Director, the new KPOA, P. O. Box #5428, Honolulu 14, Hawaii.

MISCELLANEOUS

BROADCAST PRINTING

Continuity Paper **4 40/100** per 1000

16#—white paper—black ink. Send copy of paper you are now using with check. Colored paper—add $1.00 per 1000. Punching for binder $2.50 per 5000.

FREEBERN PRESS, INC.
Broadcast Printers
Hudson Falls, N.Y.

Help Wanted

WANTED

Dynamic Manager

for

NEGRO RADIO

Located in one of America's Top Ten Cities.

Once-in-a-life time opportunity for a hard-hitting manager with a heavy Negro radio background. Forward-thinking management is looking for this man:

- **Extensive background in Negro radio**
- **Currently employed as manager or high-powered sales manager at a Negro radio station.**
- **Complete knowledge of sales, programming, commercials, public service, promotion, community relations, etc.**

A cooperative management offers the right man excellent salary; expense account; all the usual benefits plus fabulous bonus arrangement.

Replies held in strictest confidence. Write:

Box 798S, BROADCASTING

BROADCASTING JOURNALIST

for California news operation

We are searching for the form of broadcast journalism that will attract consistently 50% of the radio and TV audience in our viewing area of 425,000 TV homes. We have a 12-man News and Public Affairs department but we need at least one more broadcast journalist. We are not ready to prescribe the specifications of a broadcast journalist but we believe that he should:

1. **know how to go out and get a story;**
2. **be able to put it into words that make sense to a large number of people;**
3. **have the faculty to communicate with these people through the facilities of a mike and a camera;**
4. **be excited about doing these things daily, under the pressure of the clock;**
5. **bring to his task a knowledge of these things fostered by a solid educational background and some experience in journalism, broadcasting or otherwise.**

If you believe you are this man, write me a letter and tell me the facts you believe I want to know. We shall make further inquiry, based upon your letter. Tom Breen, Manager of News and Public Affairs, KCRA Radio and Television, Sacramento, California.

RADIO

Situation Wanted—Sales

Can make your radio station a profitable business: Strong on sales and production and over-all operation. Responsible individual with a background that can be checked. Can bring my own crew.

Box 799S, BROADCASTING

Production-Programming, Others

EXECUTIVE ASSISTANT

(Female) Available

Attractive, good personality, extremely capable and industrious. Executive and administrative positions (2) in radio industry for 8 years. Know all phases of network and rep business. Relocating Chicago. Salary reasonable. Will be at NAB Convention.

Box 787S, BROADCASTING

ACT YESTERDAY—TODAY'S TOO LATE

We have ideas you haven't even thought of yet. Working production team looking for gold-winged angel. We'll raise hell in your market. Media specialists experienced in the nation's fourth! Production, promotion, public relations, and publicity. We're in this thing 'cause we like it. We ignore clocks, but count figures. So—gamble a four-cent stamp! Make it good—this ad costs yenom.

Box 805S, BROADCASTING

TELEVISION

Help Wanted—Sales

SALESMAN-ANNOUNCER

Have 5 immediate openings, tv. Va., S.C., Nebraka, Texas, Ohio. Substantial draw against 25% commission. Resume, photo, when available.

Box 822S, BROADCASTING

Technical

TELEVISION EQUIPMENT

SALES ENGINEER

We want a man who is now Engineering Director, Chief Engineer, or in a supervisory capacity. Must be thoroughly familiar with all types television transmitters and equipment and wants to join the sales office of a leading Midwest broadcast equipment manufacturer in managerial capacity. Salaried position. Complete company benefits. Advancement opportunities unlimited. Send resume and photo to:

Box 683S, BROADCASTING

Help Wanted—(Cont'd)

Technical

EXPERIENCED TV PERSONNEL WANTED

Engineers, Production, etc. Reverend Percy Crawford, WPCA-TV, 1230 East Mermaid Lane, Philadelphia 18, Pa.

TELEVISION

Situations Wanted

DO YOU NEED A GENERAL MANAGER WITH THIS BACKGROUND?

- 21 years experience in television and radio station operation in major markets.
- Successful in increasing revenue in every operation (47% increase in last vhf station in 3 station market).
- Resourceful in labor negotiations.
- Public relations and community-minded.
- Best references from all segments of the industry.
- Married, 3 children, excellent health, age 45.

Box 774S, BROADCASTING.

Top Flight Promotion Manager Wants to Promote for YOU!

Summary of years of experience in newspaper, radio and TV available in short 4-page prospectus or 20 lb. prospectus with supporting evidence.

Will deliver either one in person.

I CAN DO A REAL JOB OF PROMOTING YOUR STATION! TRY ME!

Box 848S, BROADCASTING

FOR SALE

Equipment

LIKE NEW

1—Ampex 601 recorder	$ 495.00
1—Ampex 620 amplifier assembly	160.00
1—Gates 4 channel dynamote mixer	300.00
1—Davis H.F. Speaker assembly	38.00
1—Electro Voice 655C mike	95.00
1—Electro Voice 665 mike (each plus 20 feet mike cable with cannon wall plugs)	55.00
1—Atlas boom mike stand	25.00
5—Cannon XLR wall plates	10.00
1—Terado 12 volt D.C. to 120 volt A.C.	36.00
	$1214.00

Will sell all or any part. All in excellent condition, used about 5 months in studio only. Will sell entire lot for $1095.00

Box 748S, BROADCASTING

STATIONS FOR SALE

250 watt fulltime station within the top 75 markets—in middle southeast. Price $135,000. Want $30,000 down and will give reasonable terms to right buyer. Owner out of town with other interests. Station needs good management and can do better. Ideal for owner-operator. No brokers. No curiosity seekers.

Box 618S, BROADCASTING

FOR SALE

1000 watt daytime station in 2-station market in southeast mountain resort area wih excellent climate. Ideal for owner-operator or retired man desiring to re-enter business. Cash flow $2000 per month on $55,000 annual gross. Will sell for $85,000. 29% down, or will lease to responsible person. Write only to:

Box 843S, BROADCASTING

Calif.	Single	250w	65M	terms
Texas	Single	250w	25M	7 dn.
Miss.	Single	250w	39M	terms
La.	Single	500w	52M	terms
Miss.	Single	250w	140M	10 yrs.
Tenn.	Single	1kw-D	55M	cash
Va.	Single	250w	60M	29% dn.
Ill.	Single	500w	95M	29% dn.
Va.	Single	1kw-D	80M	terms
Calif.	Single	250w	68M	15 dn.
W. Va.	Small	250w	40M	10 dn.
Fla.	Small	250w	55M	29% dn.
Fla.	Small	250w	85M	8 dn.
N.Y.	Medium	1kw-D	150M	29% dn.
La.	Medium	1kw	150M	terms
Ga.	Metro	5kw	200M	29% dn.
Va.	Metro	250w	330M	25% dn.
Ala.	Metro	1kw-D	175M	terms
N.C.	Metro	500w	170M	11 yrs.
Fla.	Large	5kw	185M	29% dn.
S.E.	Maj-Sub	1kw-D	150M	low dn.
South	Major	250w	275M	29% dn.

And Others

PAUL H. CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Stations

FOR SALE—(Cont'd)

GUNZENDORFER

Wilt Gunzendorfer will be in attendance at the Conrad Hilton during the entire NAB Convention beginning Sat., April 2. He will be available for consultation regarding the sale and purchase of radio and television properties. He will have a number of exclusively listed attractive properties. Consult the NAB Convention Directory for his suite number.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles, Calif.
Licensed Brokers — Financial Consultants

Phone Olympia 2-5676

Southwest regional, excellent frequency, medium market. Nearly 1½ million population in coverage area. Top coverage of high income area. Making nice profit and climbing. $87,500 29% — Midwest regional, good medium market. In black. Terrific potential. $175,000 29%—West Coast regional. Money maker. County population ¼ million. $275,000. Excellent terms.—Texas regional in black. Real estate incl. at $59,500 29%. PATT McDONALD, Box 9266, Austin, Texas. GL 3-8080. Or, Jack Koste, 60 E. 42nd., NY 17, N.Y. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS

NAB CONVENTION
Suite 834A
Conrad Hilton Hotel

Security Bldg. Davenport, Iowa

WE ARE GOING TO SEE YOU AT THE CONVENTION, AREN'T WE?

Our Suite: Conrad Hilton Hotel

JACK L. STOLL AND ASSOCIATES

A NATIONAL ORGANIZATION FOR THE SALE OF RADIO & TELEVISION STATIONS

Continued from page 148

License Renewals

Following stations were granted renewal of license: WBIS Bristol, Conn.; WCCC Hartford, Conn.; WGHM Skowhegan, Me.; WHWB Rutland, Vt.; WICE & aux. Providence, R.I.; WIKE Newport, Vt.; WKBR Manchester, N.H.; WLBZ & aux. Bangor, Me.; WLOB Portland, Me.; WNRI Woonsocket, R.I.; WPOP & aux. Hartford, Conn.; WRDO Augusta, Me.; WTOR Torrington, Conn.; WTSN Dover, N.H.; WWRI West Warwick, R.I.; WGHF (FM) Brookfield, Conn.; WHCN (FM) Hartford, Conn.; WKBR-FM Manchester, N.H.; WXCN (FM) Providence, R.I.; WYBC-FM New Haven, Conn.; *WMHC (FM) South Hadley, Mass.; KSJO San Jose, Calif.; K74AB, K77AE Jefferson County Tv Inc., Madras, Ore.; KKEY Vancouver, Wash.; KZUN Opportunity, Wash.; KYNG Coos Bay, Ore.; KOMW Omak, Wash.; KJNO Juneau, Alaska; KZEE Weatherford, Tex.

New FCC processing line announced

Following applications are at top of am processing line and will be considered by FCC beginning April 23, commission has announced. Any new applications or changes in current applications that may conflict with those that follow must be filed with FCC by close of business April 22, in order to be considered.

Applications from the top of processing line:

BP-12766—New, Yakima, Wash., M&W Co. Req: 940kc, 250w, D.

BP-12768—New, Washington, N.C., North Carolina Electronics Inc. Req: 1320kc, 500w, D.

BP-12744—New, Smethport, Pa., Hamlin D. Redfield. Req: 910kc, 1kw, DA, D.

BP - 12775 — KGST Fresno, Calif., Delle Bcstg. Co. Has: 1600kc, 1kw, D. Req: 1600kc, 500w, 1kw-LS, unl.

BMP - 8411 — WPLM Plymouth, Mass., Plymouth Rock Bcstg. Inc. Has cp: 1390kc, 5kw, DA, D. Req mp: 1390kc, 5kw, DA-2, unl.

BP-12781 — WTAQ La Grange, Ill., S&S Bcstg. Co. Has: 1300kc, 500w, unl. Req: 1300kc, 500w, 1kw-LS, DA-2, unl.

BP-12782—KEYJ Jamestown, N.D., James River Bcstg. Co. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12784—WHSM Hayward, Wis., WJMC Inc. Has: 910kc, 1kw, D. Req: 910kc, 5kw, DA, D.

BP-12787—WLAF La Follette, Tenn., La Follette Bcstg. Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP - 12788 — WSME Sanford, Me., York Bcstg. Co. Has: 1220kc, 1kw, D. Req: 1340kc, 250w, 500w-LS, unl.

BP-12791—KTYM Inglewood, Calif., Albert John Williams. Has: 1460kc, 1kw, D. Req: 1460kc, 5kw, DA, D.

BP-12792—New, Bridgeport, Ala., Bridgeport Bcstg. Co. Req: 1480kc, 1kw, D.

BP-12793—New, Depew, N.Y., WEXC Inc. Req: 1300kc, 1kw, DA, D.

BP-12795—KWPM West Plains, Mo., Robert F. Neathery. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12797—KHUB Fremont, Neb., Snyder Enterprises. Has: 1340kc, 100w, unl. Req: 1330kc, 500w, D.

BP - 12803 — New, Fountain City, Tenn., WFCT Inc. Req: 1490kc, 250w, unl.

BP-12804—New, Aurora, Mo., Galen O. Gilbert. Req: 1550kc, 1kw, D.

BP-12805—KTIP Porterville, Calif., Gateway Bcstrs. Inc. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12807—New, Cottonwood, Ariz., Verde Bcstg. Co. Req: 1410kc, 1kw, D.

BP-12809—KQDE Seattle, Wash., Cutie Radio Inc. Has: 910kc, 1kw, DA-1, unl. (Renton). Req: 910kc, 1kw, 5kw-LS, DA-2, unl. (Seattle).

BP - 12810 — New, Louisville, Ga., Peach Bcstg. Inc. Req: 1420kc, 1kw, D.

BP-12813—New, Caldwell, Idaho, Christian Bcstg. Co. of Idaho. Req: 910kc, 1kw, D.

BP-12816—KCLX Colfax, Wash., Adrian DeVries. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12817 — KUKU Willow Springs, Mo., Radio Station KUKU. Has: 1330kc, 500w, D. Req: 1330kc, 1kw, D.

BP-12818—New, Pendleton, Ore., E.J. Van Scyoc. Req: 1600kc, 5kw, D.

BP - 12820 — WGPC Albany, Ga., Albany Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12822—New, Belen, N.M., Carter M. Waid. Req: 860kc, 250w, D.

BP-12823—KXLK Great Falls, Mont., Pat M. Goodover. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12824—New, Jefferson City, Tenn., The Jefferson County Bcstg. Co. Req: 1480kc, 500w, D.

BP-12827—WNEG Toccoa, Ga., Stephens County Bcstg. Co. Has: 1320kc, 1kw, D. Req: 630kc, 500w, D.

BP - 12828 — New, Eureka, Calif., Jesse Frank Carter. Req: 1600kc, 1kw, D.

BP-12830—New, Buckhannon, W.Va., Hilleary Andrew. Req: 1380kc, 1kw, D.

BP-12832—New, Yakima, Wash., Bethany Bcstg. Co. Req: 930kc, 1kw, D.

BP - 12837 — New, North Atlanta, Ga., North Atlanta Bcstg. Co. Req: 680kc, 5kw, DA-1, unl.

BP-12838—WJOI Florence, Ala., Florence Bcstg. Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12840—New, Glennville, Ga., Tattnall County Bcstg. Co. Req: 1580kc, 1kw, D.

BP-12845—New, Ocilla, Ga., Ocilla Bcstg. System. Req: 1380kc, 5kw, D.

BP - 12847 — KAJO Grants Pass, Ore., Grants Pass Bcstg. Co. Has: 1270kc, 1kw, D. Req: 1270kc, 5kw, D.

BP - 12849 — KFLW Klamath Falls, Ore., Stulor Corp. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

BP-12850—KTHE Thermopolis, Wyo., Big Horn Basin Bcstg. Inc. Has: 1240kc, 250w, unl. Req: 1240kc, 250w, 1kw-LS, unl.

BP - 12852 — KBRO Bremerton, Wash., Bremerton Bcstg. Co. Has: 1490kc, 250w, unl. Req: 1490kc, 250w, 1kw-LS, unl.

BP-12854—KVCK Wolf Point, Mont., Hi-Line Bcstg. Co. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

Applications on which 309(b) letters have been issued:

BP-12683—KDOV Medford, Ore., Medford Bcstrs. Inc. Has: 1300kc, 5kw, D. Req: 580kc, 5kw, DA, D.

BP-12776—New, Union Springs, Ala., E.H. Eiland Jr. Req: 1410kc, 500w, D.

BP - 12806 — WELL Battle Creek, Mich., Southern Michigan Bcstg. Corp. Has: 1400-kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BMP-8430—WLAV Grand Rapids, Mich., Stevens-Wismer Bcstg. Inc. Has: 1340kc, 250w, unl. Req: 1340kc, 250w, 1kw-LS, unl.

BP-12829—New, Princeton, N.J., The New Jersey Bcstg. Co. Req: 1350kc, 5kw, DA-2, unl.

BP-12834—WSAM Saginaw, Mich., Knorr Bcstg. Corp. Has: 1400kc, 250w, unl. Req: 1400kc, 250w, 1kw-LS, unl.

BP-12842—WTRC Elkhart, Ind., Truth Radio Corp. Has: 1340kc, 250w, unl. Req: 1340-kc, 250w, 1kw-LS, unl.

BP-12844—KAYE Puyallup, Wash., Henry Perozzo. Has: 1450kc, 250w, unl. Req: 1450kc, 250w, 1kw-LS, unl.

APPLICATION DELETED FROM PUBLIC NOTICE OF FEB. 18, 1960

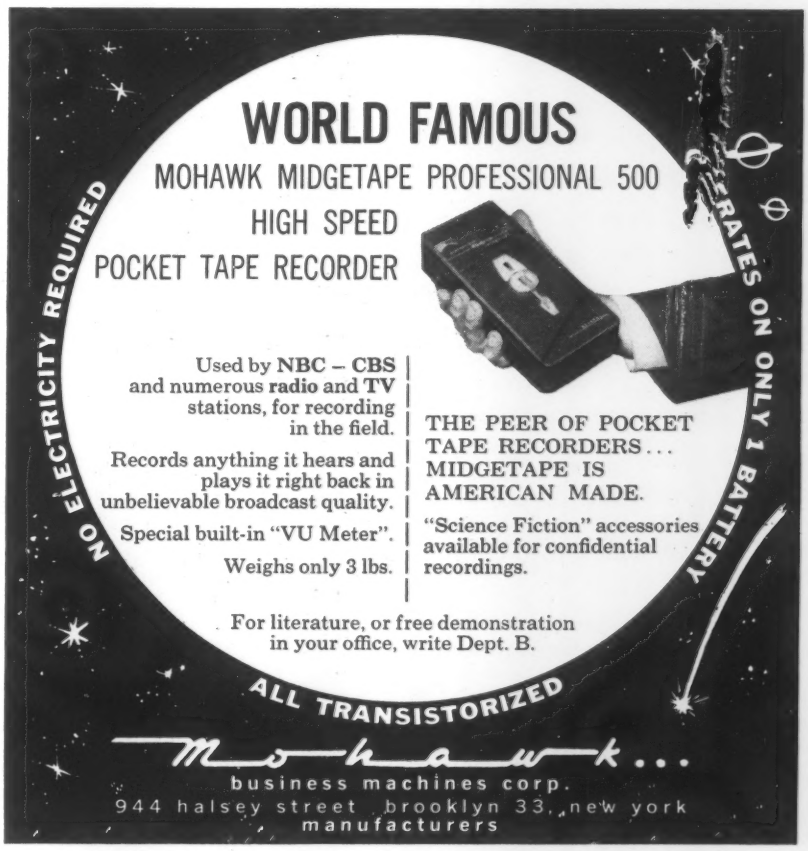
BP-12671—New, St. Petersburg, Fla., Skyway Bcstg. Corp. Req: 800kc, 1kw, D. (In pending file re inconsistency with Mexican agreement.)

APPLICATION DELETED FROM PUBLIC NOTICE OF JAN. 21, 1960

BP-12596—New, Palm Desert, Calif., Palm Desert Bcstg. Co. Req: 1270kc, 500w, D. (In pending file re inconsistency with Mexican agreement.)

APPLICATION DELETED FROM PUBLIC NOTICE OF NOV. 13, 1959

BP - 12399 — New, Brunswick, Ga., Dixie Radio Inc. Req: 1550kc, 1kw, D.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MOHAWK MIDGETAPE PROFESSIONAL 500
HIGH SPEED
POCKET TAPE RECORDER
NO ELECTRICITY REQUIRED
OPERATES ON ONLY 1 BATTERY
Used by NBC – CBS and numerous radio and TV stations, for recording in the field.
Records anything it hears and plays it right back in unbelievable broadcast quality.
Special built-in "VU Meter".
Weighs only 3 lbs.
THE PEER OF POCKET TAPE RECORDERS... MIDGETAPE IS AMERICAN MADE.
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I'M IMPRESSED, KLM. NOW, HOW ARE THINGS INSIDE?

Friendly, that's how. On the KLM DC-8, it seems **you're** the only one who matters. Want to catnap before lights out? Here's a comfortable eyeshade. Bring the kids with you? Bet they'll be proud of these junior pilot's wings. Seen today's paper, sir? And how do you like your cocktails? KLM likes doing nice things for people like you. And on the KLM Douglas DC-8, every point of service is managed with thorough, quiet Dutch efficiency.

RESERVE THE KLM DC-8 TO EUROPE NOW! Wing across the Atlantic at 600-mph speeds, with never a shake or a shimmy. It's the kind of flying that puts you in the perfect mood for Europe. Non-stop from New York starting in April. See your travel agent (professionals plan better trips) or KLM Royal Dutch Airlines, THE WORLD'S FIRST AIRLINE

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OUR RESPECTS TO . . .

Adam Young

One morning 30 years ago a hopeful and enthusiastic Brooklyn lad of 17 hopped the subway to Manhattan to apply for work at NBC, then at 711 Fifth Ave. Adam Young's chief qualification: unafraid of hard work.

Now the president of the Adam Young station representative companies, Mr. Young, born in Brooklyn Aug. 22, 1913, had left school at 15 to work in his uncle's grocery store. The depression had sidelined his father, and with seven younger brothers and sisters at home he was determined on a better job. It was a momentous day in 1930 when he returned home—hired as an NBC page.

With this sense of urgency and a desire to get things done quickly to be ready for the next task—still his work philosophy—he moved on. In months he was captain of the page staff and also manager of the New Amsterdam Theatre Roof, where he worked overtime seven nights a week and where many of NBC's top nighttime radio shows originated. Other NBC posts followed. After a little production experience he was chosen to supervise the page and guide staffs when NBC moved to the RCA Building.

Research • After the move, Mr. Young shifted to the artists service bureau and then to the research department, where he spent three years. His flair for mathematics flourished with benefit of night school studies. He supervised some 20 people hired to carry out NBC's first network area study. He also wrote sales pitches to persuade accounts to increase their station lineups.

In 1937, with seven years of network radio experience to offer, Mr. Young was appointed radio director of Kiesewetter Advertising Agency, New York, and worked on such accounts as Mennen, Kaywoodie and Walgreen. He did radio research, bought all radio time, purchased talent and produced radio shows. In two years he moved on, becoming a station rep salesman for Joseph Hershey McGillvra Inc., which represented both U.S. and Canadian stations. Before leaving McGillvra in 1944—to start his own rep company in November—he had become sales manager and general manager.

Starting as a specialist in Canadian radio stations and with the aid of one assistant—Joanne Scott, now his secretary—Mr. Young opened shop on West 42nd Street as Adam J. Young Jr. Inc. (later his name was changed legally to Adam Young). His first two station clients were CFRB Toronto and CKLW Windsor-Detroit, both currently represented by Young Canadian Ltd.

Cautious • He moved cautiously, using no razzle-dazzle techniques to attract clients, but realizing he had to prove his capabilities. He looked for "real tough-sell" radio stations which he felt he could build into good, saleable properties. The list of satisfied station operators grew. As their incomes rose, Mr. Young had to add people to meet demands for expanded service.

Currently, Adam Young Inc. represents 27 radio stations, while Young Television Corp., started 12 years ago, has a roster of 19 tv stations. Nine of the tv outlets were acquired in the past year. Stephen A. Machcinski, now vice president for radio, was Mr. Young's first full-time tv salesman. Mr. Young is confident the tv business is just now beginning to hit its full stride, with the biggest growth yet to come.

Mr. Young has felt in recent years that the tv networks should make more good time available to their affiliates for spot business. This corresponds with a proposal made earlier this month by Station Representatives Assn. (BROADCASTING, March 14). Mr. Young is a former president of SRA and was one of its founders.

Young Specialty • Research is the byword in the Young organization. "While research doesn't replace selling," Mr. Young admits, "it does provide tools for the salesman. Media research practically runs agency media departments today," he claims. A major research project was launched last fall by Adam Young Inc., in association with The Pulse Inc. Called "advertiser area" radio surveys and covering the Tulsa and Pittsburgh markets, the surveys used the help of 80 advertising agencies in determining the area of "maximum advertiser interest" for each. The Pulse reports (BROADCASTING, Dec. 28, 1959) measured total radio audience on week days (6 a.m. to 6 p.m.). During April Pulse will conduct in the Hartford, Conn., market a third "advertiser area" study, with eight additional advertising agencies participating.

REP YOUNG
His drive was built in

In the Young headquarters at 3 E. 54th St., a newly expanded research department and a larger tv sales department have just been completed for greater efficiency and further development. Time-saving devices will speed billing and sales analysis will be handled by IBM electronic computers.

Of more importance, on that date a new corporate entity enters the Young family. It's Southern Advertising Representatives Inc., headquartered in Atlanta and managed by Hal Parks, previously eastern sales manager of Young Television Corp. An SAR branch will open in New Orleans the same day headed by Charles E. Trainor, formerly head of Young's Atlanta office. SAR will embrace a 15-state area, as both an autonomous unit and as the southern division of Adam Young's radio and tv companies.

Time to Marry • Before leaving NBC Adam Young found time to court, and marry on March 1, 1936, a Brooklyn girl named Margaret (Peggy) Kelly. Their children are Richard, 22, senior at Brown U.; Susan, 19, sophomore at Syracuse U.; Sharon, 16, junior in high school, and Vincent, 12, in grade school. The family lives in Forest Hills Gardens, Queens, and maintains a summer home in Westhampton, L.I., where Mr. Young likes to play golf at Westhampton Country Club and enjoys boating, fishing and swimming. A new hobby is collecting antique guns, "but I have a lot more studying to do about them."

He has served on the board of Radio Advertising Bureau, is a member of the Men's Club of Forest Hills, and is former chairman of the Community House teenagers' center there.

Mr. Young's interest in youth activities goes back to the struggle of his own early years. His courage, responsibility and will to succeed during his youth qualified him for one of his proudest honors. In 1957 he was one of 11 American men voted a "Horatio Alger Award" by the American Schools & Colleges Assn. Winners are selected by more than 3,000 campus leaders. The awards serve as reminders to young people that opportunities for them still exist.

Turning tables

BROADCASTERS, it seems safe to say, haven't had many opportunities for fun lately. They've been too busy warding off blows from government, print media and assorted critics who don't watch television as much as they talk about it. But we venture that not many have failed to get an occasional lift by considering what pleasure they could have in doing unto their critics, from time to time, what their critics have been doing unto them.

In a modified form this salutary exercise in reciprocity is now going to be given a trial. CBS has announced that its owned television stations will start carrying weekly reviews of print media (BROADCASTING, March 21), and we should be surprised if the idea doesn't take hold and spread. We hope it does—provided that these commentaries are handled with thought and competence.

Television certainly is the most thoroughly reviewed medium in the world, although "review" is too charitable a word for the biased fulminations that many newspapers and magazines have let loose at every phase of tv, from what it does to what it doesn't do. Newspapers and magazines, on the other hand, are the least reviewed. All other major forms of entertainment, education and culture—books, motion pictures, theatre, music, ballet—are examined daily in the public prints. But there have been few attempts to appraise with regularity the performance of newspapers and magazines. CBS-owned WCBS New York did it on radio in the late 1940's but that was the exception not the rule.

This void is one which only television and radio can fill. Newspapers and magazines cannot be expected to do it—or to do a fair job if they should try.

The void ought to be filled—but responsibly. Carping criticism and competitive knocks, for the sake of knocking, will be fruitless. We think CBS is on the right track: no "sophomoric criticism," but rather an examination of whether the print media, through their selection of stories, display, attention to important world, national and community issues, etc., are themselves showing an awareness of the public interest.

In this sort of evaluation, bias and distortion would be superfluous. An objective presentation of the truth will be enough to give the public a fresh perspective and perhaps, in time, even lead to some improvement in the print media.

Somber but embattled

THERE will be serious business in Chicago next week at the 28th annual convention of the NAB. Broadcasting is in deep trouble and broadcasters know it. The advance registration is the biggest ever.

It will be a somber convention. There isn't much to shout about. NAB has lost its president and chairman. Harold E. Fellows had given everything he had to the job.

In the year that has elapsed since the last convention, broadcasters have been pilloried by Congress, by the competitive press and by the intellectual minorities. Both the FCC and the FTC have been forced, by these pressures, to go far beyond their normal intent in showing that they mean business. An FCC chairman, John C. Doerfer, gave up the ghost because of circumstances which, in any other political climate, would have resulted in a slap on the wrist.

If ever broadcasters needed solidarity and a singleness of purpose, it is now. Like it or not, they are in a fight that isn't apt to end any time soon. The faint-hearted, or those interested only in a maximum return on their investments, do not belong.

How to fight back is the job of the stronger elements. A committee of three respected broadcasters is functioning as an NAB policy group during the vacancy in the presidency. A thoroughly representative committee of eight has the assignment of selecting a successor or successors to Mr. Fellows. These committees will meet during the convention to chart a course of action to be recommended to the joint board of directors.

In Clair McCollough, G. Richard Shafto and Merrill Lindsay broadcasters have working for them during this emergency a regency of capable men. They are giving voluntarily of their time and energy to direct the sizeable headquarters in Washington until new permanent leadership takes over.

The natural impulse is to select a new president—or possibly two new executives—as quickly as possible. The policy committee would like to be relieved soon. The woods are full of candidates. But the stakes are too great to make any mistake now. It would be far better to canvass the field thoroughly—until after the November elections if need be—than risk less than an optimum appointment.

For several years we have urged a streamlined reorganization of the NAB more in keeping with the evolution of the broadcast media. We have envisioned the NAB as an umbrella over the various trade groups with its area of authority to cover broad public policy, legislation and nationwide public relations—a sort of federation of broadcasters.

We haven't changed our view, but at this crucial stage there must be business as usual to cope with unusual problems. The NAB organization must keep functioning with least possible dislocation until a new full-time leadership takes over. The new man at the top certainly will have ideas about reorganization.

There have been no changes in the NAB structure since the 1951 reorganization when Mr. Fellows assumed the helm. Since then television has developed miraculously, and the whole face of radio has changed. In the past few months, television has undergone severe alterations in programming and business methods because of congressional investigations, abetted by a tidal wave of press criticism engendered by competitive motives.

Broadcasters have one great advantage, if they will use it wisely. They provide indispensable public services in both television and radio. The public, as every unbiased measurement has shown, is for them—and for the American free enterprise system. Broadcasters can demonstrate their strength in Chicago next week by their determination to fight to defend their free estate.

Drawn for BROADCASTING by Sid Hix

When KSTP-TV says "GO OUT AND BUY IT"...

people go out and buy it!

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The Original Station Representative

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A GOLD SEAL STATION

NOW! BASEBALL'S GREATEST "LONG BALL" HITTERS

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and many others star for you in the

NEW TV HIT OF 1960!

AT THE **NAB** CONVENTION . . . . . APRIL 3-6

VISIT ZIV-UA's HOSPITALITY SUITE
2300 • HOTEL CONRAD HILTON • CHICAGO

DISCOVER HOW TO GET WINTER PROFITS IN THE SUMMER MONTHS!

GOING! GOING! GOING!

GRABBED BY: **CONSOLIDATED CIGAR** in Green Bay, Milwaukee, Rockford, and other midwest markets, **SCHLITZ BEER** in Albany, Ga., **INTERNATIONAL HARVESTER CO.**, in Savannah, Greenbay, Tampa-St. Petersburg, **STAGGS-BILT HOMES** in Phoenix, **JOHN LABATT, LTD., OF CANADA** in Buffalo, Rochester, Erie, Watertown . . . and many others!

SNAPPED UP BY: **WALB-TV,** Albany, Ga., **WBAL-TV,** Baltimore, **WLW-T,** Cincinnati, **WSAZ-TV,** Huntington-Charleston, **WLW-C,** Columbus, O., **WLW-D,** Dayton, **WLW-I,** Indianapolis, **KPLC-TV,** Lake Charles, **WCCO-TV,** Minneapolis, **WAVY-TV,** Norfolk, **WJAR-TV,** Providence, **WROC-TV,** Rochester, **WDAU-TV,** Scranton-Wilkes Barre, **WSJV-TV,** South Bend-Elkhart, **WICS-TV,** Springfield, Ill., **KFSD-TV,** San Diego, **WEEK-TV,** Peoria, **KLIX-TV,** Idaho Falls, **WLUC-TV,** Marquette, Mich., **WAGA-TV,** Atlanta, **KTVE,** El Dorado-Monroe, La., **WSVA-TV,** Harrisonburg, Va., **WJAC-TV,** Johnstown, Pa., **WLOF-TV,** Orlando, **KETV,** Omaha, **WTVW,** Evansville, **KTVH,** Wichita-Hutchinson-Great Bend, **KTVE,** Ft. Smith, Ark., **WTVY,** Tampa-St. Petersburg, **WREX-TV,** Rockford, Ill., **WTIC-TV,** Hartford, **WRVA-TV,** Richmond . . . and many others!

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Leading [illegible] for leagues

SWING FOR THE FENCES!

We believe "HOME RUN DERBY" will be the big audience-winner of 1960! Your ratings will go up . . . Up . . . UP as you profit from the powerful new program concept that captures all the drama and excitement of America's National Game!

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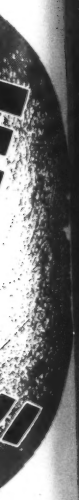

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